

Developing a Successful HANA Analytics Roadmap

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DICKINSON + ASSOCIATES

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Delivery of quality **SAP Business Suite, BI/Analytics,** and **Mobility** consulting services to customers across North America, Europe, and Asia.

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A team of 140+ full-time SAP professionals reflects the ideal mix of years of relevant business knowledge, very strong SAP credentials, and solid communication skills. Our team has an average of 15 years SAP and 19 years business experience.

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Satellites: New York, NY | Scottsdale, AZ | Cincinnati, OH

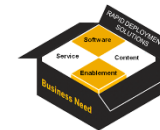
We are:

BUSINESS PEOPLE
WHO KNOW **SAP**



Partnership and Designations

- SAP Gold Channel Partner
- SAP Services Partner
- SAP All-in-One Certified Solutions
- SAP-Qualified Partner for RDS
- Business Objects
- Sybase Partner
- SuccessFactors Partner



SAP Qualified Partner
RAPID DEPLOYMENT SOLUTIONS



The Analytics Revolution – Redefining Analytics

History of Analytical Offerings

SAP HANA Overview

Implementation and Deployment Options

Building an Analytics Roadmap

The Analytics Revolution



The Analytics Revolution

“Big data may tell you how many customers you have won or lost but not necessarily why. This is the intelligence that can really make a difference.”

– Jane Frost, CEO Market Research Society

“Information is the oil of the 21st century, and analytics is the combustion engine.”

– Peter Sondergaard, Gartner

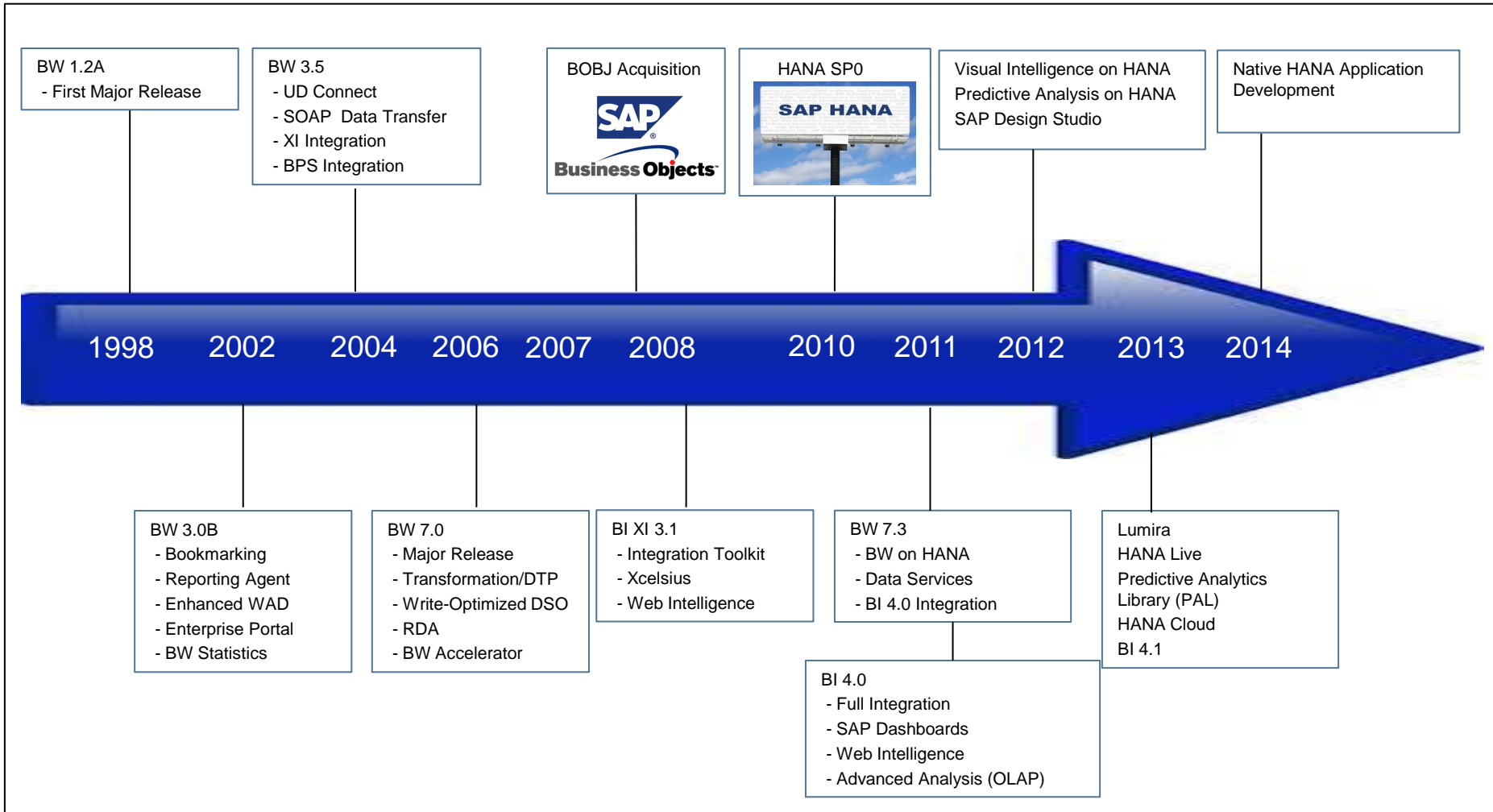


Redefining Analytics

- Less reporting and more predicting
 - Predictive models vs. historical trending
 - Spatial text analysis and “uplift modelling”
- “Big Data” is the rule, not the exception
 - Enormous (not large) data volumes
- Social media and market trends
 - Predicting behavior and buying patterns
 - External sources of data for complex predictive models
- Agility vs. Structure
 - Fluid Requirements
 - Less focus on structured reporting



SAP ANALYTICS HISTORY

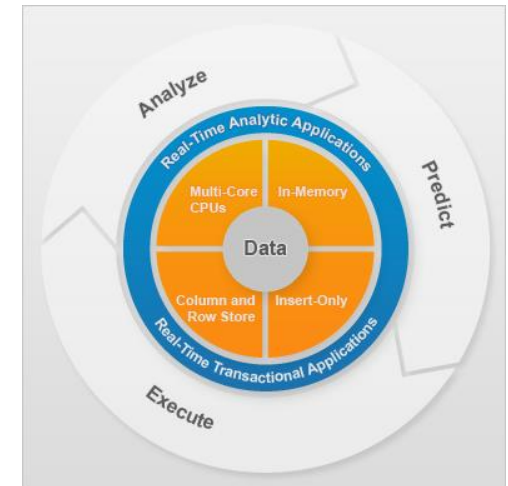


SAP HANA Overview



HANA Overview - What is HANA?

- SAP HANA is a data source agnostic in-memory database
 - Columnar storage
 - Massive parallel processing
- Real-Time Data
 - Operational (SAP or Non-SAP)
 - SAP NetWeaver BW on HANA (near real-time)
 - Predictive analytics and text parsing
- “Big Data”
 - Enormous volumes of data (not just large)
 - Structured and unstructured

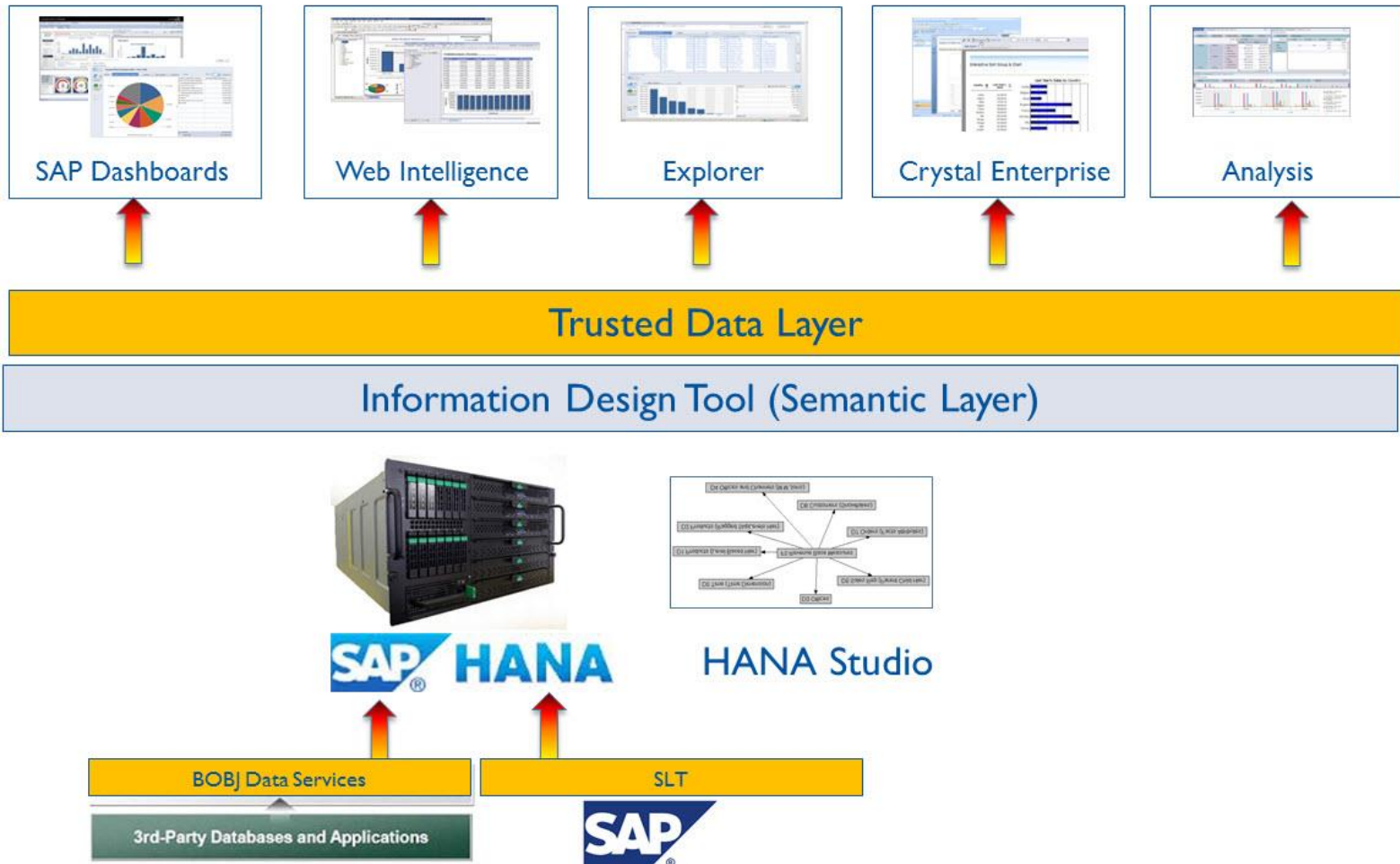


HANA Overview – What HANA is Not

- A reporting tool
 - BusinessObjects is the intended reporting and analytics tool
 - HANA processes data it does not present it
- An ETL tool
 - SAP DataServices for Non-SAP Data
 - SAP Landscape Transformation for direct SAP integration
- A data modeling tool
 - HANA Studio
 - Information Composer



HANA and BusinessObjects Integration



HANA Data Integration Options

Data Services

- Batch Processing
- Business Rule Application
- Latency measured in minutes

SAP Landscape Transformation (SLT)

- Real Time (SAP)
- Data Replication
- Supports SAP and Non-SAP Databases (SP 4)

Direct Extractor Connection (DXC)

- Leverage existing BW extractors on ECC



Deployment Options



HANA Implementation Options

- Stand-Alone Appliance
 - No separate data warehouse
 - Data modeling done directly on HANA
 - Support real-time data extracts from SAP systems
 - SAP DataServices used to integrate Non-SAP data
- SAP BW on HANA
 - Improves performance of both ETL and reporting components
 - Allows for increased ROI on an existing BW investment
- SAP Business Suite on HANA
 - SAP ECC on HANA
 - Accelerates transactional operations
 - Allows for analytics directly on ECC



HANA Deployment Options

- Cloud-based
 - Amazon Web Service (AWS)
 - HANA One – Pay as you go
 - HANA One Premium - Enterprise Support/Annual Licensing
- SAP HANA Cloud Platform / Enterprise Cloud
 - BW on HANA
 - Business Suite on HANA
 - Stand-alone appliance
- On-Premise
 - Requires hardware capital expenditure
 - CAPEX vs. OPEX



<http://www.saphana.com/community/about-hana/deployment-options>

Developing a HANA Roadmap



HANA Analytics Roadmap – Key Steps

- Define analytics within your organization
- Make the case by developing a business case
 - Determine HANA implementation option based on key value drivers and existing SAP landscape
 - Identify cost savings or qualitative value added by a HANA solution
- Choose your deployment option
 - Cloud vs. On-Premise
- Identify and prioritize capabilities
 - Operational reporting
 - Predictive analytics
- Develop a strategic plan



Defining Analytics

- What is the role of analytics in your organization?
 - An enabler of ongoing operations ?
 - A driver of strategic initiatives?
- What analytical capability would provide a strategic advantage to your organization?
- Determine visibility gaps
 - What don't you know?
- What process or operations would benefit from additional analytic capabilities?



Develop a Business Case

- Identify relevant functional areas and processes
- Analyze existing solutions and capability gaps
 - Real-time data
 - Limited reporting tools
- Determine the cost of doing nothing
 - Identify manually intense processes
 - Quantity hours and people required to support existing initiatives
- Quantify and qualify value drivers



Choose a Deployment Option

- The business case will drive your deployment strategy
 - CAPEX vs. OPEX Expenditures
 - Nature of process to be supported
 - Existing SAP investments (BW on HANA vs. Side Car)
- Hybrid models are okay
 - Retain BW to support existing capabilities
 - Supplement BW with HANA “Side Car” for operational reporting
- Don't forget about BusinessObjects!
 - Enterprise vs. Edge
 - Develop a strategy for tool deployment



Prioritize Capabilities and Analytical Tools

- Quality vs. Quantity - BusinessObjects
 - Avoid the urge to deploy all tools at the same time
- Identify tools that closely match business case value drivers
 - Lumira/Explorer – Fill the “exploration” data gap
 - Web Intelligence – Provide a lacking Ad Hoc Capability
 - Design Studio/Dashboards – Provide executive analysis
- Prioritize capabilities
 - Balance value add with ease of deployment
 - Identify and focus on a “quick win” for the business



Develop a Strategic Plan

- Phased approach vs. Big Bang Risk
 - Develop an agile approach
 - Start small and win big
- Identify project resources and sponsors
- Prepare internal resources
 - Training plans for Information Systems support
 - SME education and sponsorship
- Finalize project team
- Get started!



Key Learnings

- “Big Data” is here to stay and SAP HANA can support big data analytics
- SAP HANA is a database that can be directly integrated with BusinessObjects analytics tools
- Building a business case is the first step to a successful HANA roadmap
- Business priorities and value drivers should drive a HANA analytics deployment
- A phased approach will support short-term wins and long-term success

Questions and Discussion



Service Offerings



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