Top 10

Ten reasons why customers choose SAP Business Suite powered by SAP HANA to transform their business.

SAP®

1

Next-Generation Platform

Transactional, analytical, social, mobile, predictive, and cloud

2

Smarter Business Innovations

Integrated real-time reporting and analytics

3

Faster Business Processes

Real-time processing of operational data running in memory

4

Simpler Business Interactions

Transactional and analytical information on one platform

5

Higher Business Value

Derive unprecedented opportunities and competitive advantages

6

Innovation Without Disruption

Clear innovation road map and easy migration without disrupting your business

7

Customer Choice

Deployment based on business priority and business value

8

Open Architecture

New technologies. New thinking. New possibilities.

9

Long-Term Commitment

Committed to your success

10

Proven Customer Success

Join leading innovators

Top 10

1 **Next Generation**

2 Smarter

3 Faster

4 Simpler

5 Value

6 Non-disruptive

7 Choice

8 Open

9 Commitment

10 Success

Next-Generation Business Platform.

One platform brings together:

- **Business transactions**
- **Advanced analytics**
- **Social media**
- **Mobile experience**
- **Collaborative business**
- **Design connections**

High Speed
Fast response times
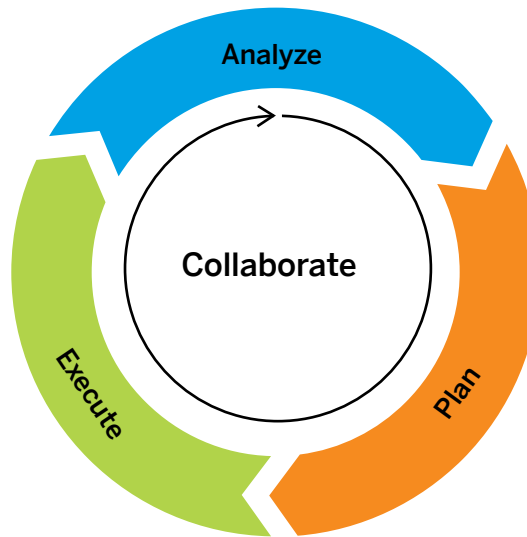
Broad
Big Data

Real Time
Recent data

Simple
No preparation

Deep
Complex and interactive questions

SAP HANA

Top 10

1 Next Generation

2 Smarter

3 Faster

4 Simpler

5 Value

6 Non-disruptive

7 Choice

8 Open

9 Commitment

10 Success

Smarter Business Innovations.

First solution to integrate real-time reporting and analytics

Unlock new growth opportunities before your competitors do.

Access to consistent real-time data will improve our forecasting abilities as well as provide intelligence on how to redirect the business as needed based on recent events, customer relationships, product plans, and market variations.

CN Ram, CIO, Essar Group

Top 10

1 Next Generation

2 Smarter

3 **Faster**

4 Simpler

5 Value

6 Non-disruptive

7 Choice

8 Open

9 Commitment

10 Success

Faster Business Processes.

Drive your business at the speed of the market.
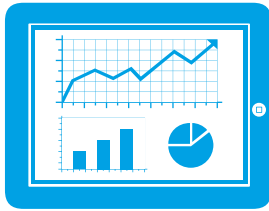
1350x
Faster reporting

1000x
Faster analytics
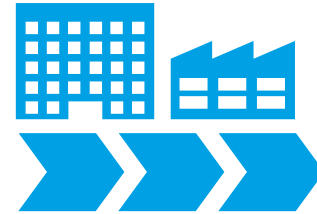
200x
Faster response in end-to-end processes

A system that operates at the speed of thought changes how people work, how they do business, how they ...

" "

The first results are very promising to allow our business not only to get 360-degree real-time business insight but also to significantly accelerate all our customer-facing operations.

Xiaoyu Liu, Vice President, Global Application Development, Lenovo

Top 10

1	2	3	**4**	5	6	7	8	9	10
Next Generation	Smarter	Faster	**Simpler**	Value	Non-disruptive	Choice	Open	Commitment	Success

Simpler Business Interactions.

Empower people to decide and act in the business moment

Transact + **Analyze** + **Accelerate** = **Transactions and Analysis**
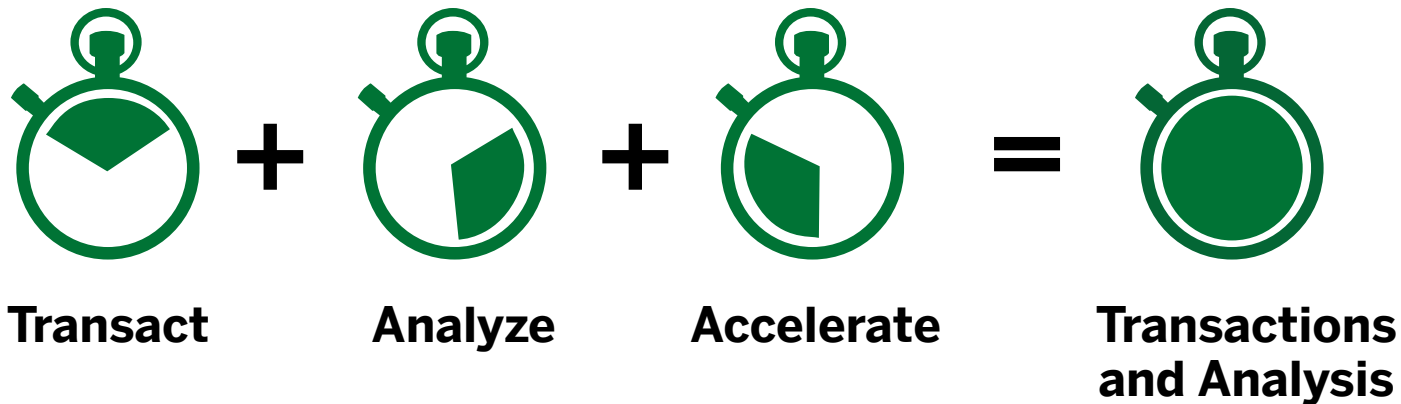
For the first time, transactional and analytical information runs on one platform in memory.

" "

When planned data and actual data are matched, business becomes transparent and decisions can be made. While centralized warehouses also handle the integration of data from many sources, it is still desirable to have OLTP and OLAP capabilities in one system which could make both components more valuable to their users.

Hasso Plattner, "A Common Database Approach for OLTP and OLAP Using an In-Memory Column Database"

Top 10

1	2	3	4	**5**	6	7	8	9	10
Next Generation	Smarter	Faster	Simpler	**Value**	Non-disruptive	Choice	Open	Commitment	Success

Higher Business Value.

Derive unprecedented opportunities and competitive advantages

More impactful existing applications

Optimize existing applications with significant improvements in functionality and performance

- Fast financial close
- Real-time material planning
- Order and contract management
- Insight-driven supply chain planning
- Real-time inventory management
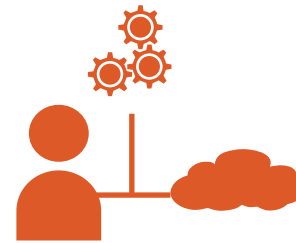
Breakthrough new applications

Enabling new applications never possible before

- Invoice and goods receipt reconciliation
- Complex project handling
- Predictive maintenance
- Machine-to-machine communication
- Working capital analytics

Top 10

1	2	3	4	5	6	7	8	9	10
Next Generation	Smarter	Faster	Simpler	Value	Non-disruptive	Choice	Open	Commitment	Success

Innovation Without Disruption.

Nondisruptive innovation:

No need for major upgrades

Substantial new innovation with affordable migration options – SAP Rapid Deployment solutions and cloud offerings

Significant user experience improvements

Clear innovation road map and easy migration without disrupting your business.

- Existing SAP Business Suite applications run on SAP HANA
- New user experience and mobile apps
- New applications
- Customization

Top 10

Customer Choice.

Deploy at your speed

Deployment based on business priority and business value

Accelerate with rapid deployment

SAP Rapid Deployment solutions accelerate adoption at a lower cost
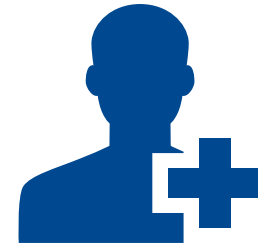
License as you go

With simplified pricing, you only purchase what you need

Top 10

1 Next Generation

2 Smarter

3 Faster

4 Simpler

5 Value

6 Non-disruptive

7 Choice

8 Open

9 Commitment

10 Success

New Technologies. New Thinking. New Possibilities.

Open programming language

- HTML5
- Open Data Protocol (OData)
- SQL programming language

Support for many technologies

- Run on the hardware of your choice
- Multidevice support
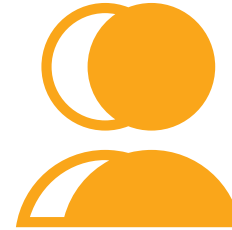
Large open ecosystem

- Greater number of consultants
- Easy transition for partners

Top 10

1 Next Generation | **2** Smarter | **3** Faster | **4** Simpler | **5** Value | **6** Non-disruptive | **7** Choice | **8** Open | **9** Commitment | **10** Success

Long-Term Commitment.
Committed to Your Success.

Continued maintenance
Current SAP Business Suite applications supported until 2020

Enhanced support
SAP Enterprise Support and SAP MaxAttention services available for SAP Business Suite powered by SAP HANA

Local and global
Localization and globalization accelerated for SAP Business Suite applications powered by SAP HANA

Ongoing investment
Investment in large ecosystem and ongoing solution innovation

Top 10

1
Next Generation

2
Smarter

3
Faster

4
Simpler

5
Value

6
Non-disruptive

7
Choice

8
Open

9
Commitment

10
Success

Proven Customer Success.

Join leading innovators. Prepare for the future.

> " " ——
>
> … the key value for the business is speeding up key processes such as material require-ments planning (MRP), order entry, and invoice management …

WÜRTH GROUP
Harald Holl, Head of Systems Technology

> " " ——
>
> … time required for common data analysis tasks were cut to 3 seconds from 30 seconds, while costs went down 20% from the previous setup …

BAYER Kurt De Ruwe, CIO

> " " ——
>
> … we expect clear benefits in trade promotions and supply chain with better simulation and faster planning …

FERRERO
Enzo Bertolini, CIO

Top 10

© 2013 SAP AG. All rights reserved