Data-Driven Transformation

Quantifying the Business Value of

IDC interviewed several organizations to quantify the business value that can be achieved through deploying and running new business-critical custom applications and use cases on the SAP HANA platform. Following are results from that study.

Using an in-memory data management platform like SAP HANA helps businesses achieve data-driven transformation to become more responsive, agile, and efficient in order to compete in the digital economy.

**Why Use SAP HANA?**

Organizations IDC studied leverage SAP HANA to analyze complex, voluminous data and deliver actionable business insights in real time through custom applications and innovative use cases.

**Top 5 Benefits Realized:**

- Empowering real-time decision-making across organizations
- Enabling development of intelligent custom applications
- Increasing innovation cost-efficiently by simplifying data management and providing easy access to data and insights
- Capitalizing on new revenue opportunities by using data to create unique services and better serve customers
- Reducing operational costs by using data to identify opportunities for cost and staffing optimization

53% 67% $34.1M

Less unplanned downtime

5-year ROI.

$8.19M

Benefits per year per organization (annual average)

$329K 30K

Faster completion of data queries

Higher gross productivity for impacted users

$298K $66K

Higher productivity per organization per year (annual average)

$320K

Higher development productivity for impacted teams

$1.44 million

Value of staff efficiencies per organization (annual average)

$188K

Value of savings per organization per year (annual average)

$6.45 million

Value of higher revenue, increased productivity, and lower costs per organization per year (annual average)

$1.43 million

Value of higher revenue, increased productivity, and lower costs per business application

How SAP HANA Achieves High Business Value

**Hybrid Transactional and Analytical Processing —**

- Supports both transactional and analytical processing in a single system
- Optimized for mixed workloads

**Data Management**

- Supports diverse data types and sources
- Managing data in a single system

**Advanced Analytics**

- Industry-leading in-memory analytics
- Predictive analytics and machine learning

**Multisourcing**

- Support for multiple clouds
- Flexibility to use any cloud

**General-purpose database**

- Supports diverse workload scenarios
- Optimization for mixed workloads

To learn more about the significant business value achieved through deploying and running custom applications and use cases on the SAP HANA platform, download the IDC White Paper, “Measuring the Actual Business Impact of Innovating with SAP HANA,” sponsored by SAP.