SAP HANA® Cloud Platform: The Business Platform for Innovation
Build, Extend, and Integrate Applications to Connect People, Processes, and Data – Anywhere

Give your business the competitive advantage it needs to succeed in today’s fast-changing digital economy

Digital start-ups like Uber Technologies Inc. and Airbnb Inc., with their disruptive business models, are putting legacy businesses under increasing pressure. To stay ahead of this digital disruption, businesses need a flexible software landscape to evolve, adapt, and rethink critical business processes.

Developers, independent software vendors (ISVs), systems integrators, and resellers also need to adapt their business models to stay relevant. They must build new and profitable revenue streams with minimal investment at low risk. They must be able to capture unique business understanding and perspectives and develop them quickly into as repeatable solutions to help customers succeed.

So how can you help your customers manage disruption, rethink business, and adapt their business models for today’s fully digitized world? How can you help them create new business value through rapid innovation and continuous process improvement? By tapping into the world’s largest business ecosystem – 300,000 businesses handling 70% of all business transactions and generating US$1 trillion business volume worldwide.

SAP HANA® Cloud Platform is SAP’s answer to these challenges and opportunities. SAP HANA Cloud Platform is a full-featured business “platform as a service” (PaaS) for building, extending, and deploying rich cloud-based applications rapidly.

With this platform, you no longer have to build and maintain an entire infrastructure stack to develop and deploy applications. Instead, you and your customers can quickly deploy new applications – without disrupting existing IT landscapes – by relying on cutting-edge technologies from SAP. And you don’t have to wait for your customers to upgrade their existing on-premise software systems to benefit from the innovation.

Now you can bring modern agile applications to your customers so they can keep pace with rapidly changing business needs. This is the business reality of developing swiftly and responsively on SAP HANA Cloud Platform.
THE BUSINESS VALUE OF SAP HANA CLOUD PLATFORM

As a platform purpose-built to extend existing on-premise and native cloud apps, SAP HANA Cloud Platform is designed to deliver maximum business value, and help partners and customers make the most of their budgets and resources.

SAP HANA® Cloud Platform is the pathway to:

- **Enable rapid innovation** by delivering enterprise-class applications quickly for every department and every role and facilitate collaboration for your customers’ benefit.

- **Connect enterprises to the digital economy** by integrating business assets, the Internet of Things (IoT), and social networks securely to give your customers boundless visibility, automation, and reach.

- **Build open, agile applications** that run on any browser or device by using open, simple, modern design principles and the skills you already have to achieve results faster.

- **Extend SAP® and non-SAP applications securely, easily, and economically** by using open standards and a broad ecosystem to increase business agility.

What Can You Do With SAP HANA Cloud Platform?

- Integrate cloud apps seamlessly and securely
- Build and market innovative cloud apps across SAP digital properties
- Create, deploy, and manage enterprise-ready mobile apps quickly
- Personalize SAP S/4HANA and SAP Business Suite
- Deliver great user experiences
- Support high-volume transaction processing and Big Data analysis
ENABLE RAPID INNOVATION

SAP HANA Cloud Platform is gaining momentum with developers and application development partners, because with it they can build quickly and easily the targeted applications SAP’s installed base requires, and evolve those applications on an on-going basis.

SAP enjoys a vast network of over 100,000 developers and 1,300 application development partners. Over 300 partners are building applications and extensions on SAP HANA Cloud Platform, with more than 250 business applications, extensions, and scenarios now available for deployment on SAP HANA Cloud Platform.

Developers can easily collaborate throughout the innovation process, accelerating time to results. With open developer communities, out-of-the-box open source, code snippets on the Apache Maven central repository, and integration with the GitHUB Web-based Git repository hosting service, developers have a lot of flexibility. They can rely on existing skill sets based on open development languages, like Java and others supported by Cloud Foundry.

SAP Partners are able to extend and innovate their customers’ businesses with unprecedented agility based on a platform that gives them access to the richest, most relevant, mission-critical, real-time business data possible. SAP Partner programs provide a comprehensive set of services and assets to support you in building, embedding or marketing high-value cloud applications for your customers.
CONNECTING ENTERPRISES TO THE DIGITAL ECONOMY

As a full-featured PaaS, SAP HANA Cloud Platform provides business services that encapsulate best-practice business functions, and expose these functions as APIs. These business services can be quickly combined to create powerful, personalized on-premise, cloud, and mobile apps.

SAP HANA Cloud Platform also provides a set of integration, data processing, and analytic features that can help you start predicting and shaping the future.

For example, Siemens AG is working with their ecosystem to build its next-generation digital business on SAP HANA Cloud Platform, including predictive maintenance and asset management for devices and sensors.

With IoT services available through SAP HANA Cloud Platform, partners and customers can connect the core of their business to the edge of the network. They gain operational efficiencies; drive the creation of new revenue models, products, and services; and leverage out-of-the-box integration with leading IoT providers like Jasper.

Another partner is T-Systems International GmbH, a company that relies on SAP HANA Cloud Platform to help the Port of Hamburg realize its IoT strategy, overcoming technology barriers to create a completely new business model.

“What fascinates me most about the project is its power of innovation and the collaboration with strong partners.”

Sascha Westermann, Operational IT Traffic Management
Hamburg Port Authority
BUILD, EXTEND, AND INTEGRATE OPEN, AGILE, FLEXIBLE APPLICATIONS

SAP HANA Cloud Platform offers the optimal way to extend existing on-premise and cloud applications to meet the diverse needs of your customers.

With SAP HANA Cloud Platform, our partners have built hundreds of applications, which enable rapid proof-of-concept (POC) development, and offer flexible deployment options:

A relatively small partner, **Sodales Solutions Inc.**, chose to build on SAP HANA® Cloud Platform and now provides innovative and secure mobile solutions based on design-thinking methodology and the SAP® Fiori® user experience. The company has built over 25 applications on SAP HANA Cloud Platform to help customers simplify business processes, unify user experiences, and help increase efficiencies and productivity. These packaged mobile apps have been deployed in as little as three weeks.

**Accenture**, one of the world’s leading solutions provider companies, used SAP HANA Cloud Platform to develop and deliver packaged applications that extend SAP SuccessFactors® software. Accenture HR Audit and Compliance as a service helps clients like The Timken Company save time and money with higher quality results by producing complete, accurate audit and compliance reporting, no matter where the data resides.

An independent software company focused on the design, development, implementation, and support of sophisticated enterprise solutions, **Semos Group** developed an extension to SAP SuccessFactors® software called JobPts. The software extension inspires employee achievement through peer-to-peer recognition and rewards and helps attract, motivate, and retain staff on a global scale.

**Innovapptive Inc.** provides proven mobile solutions for some of the world’s largest Global 2,000 companies. It offers ready-to-deploy, packaged mobile applications based on mobile services offered through SAP HANA Cloud Platform to help customers mobilize their workforces.

The leading industry expert for complex product selling, **In Mind Computing AG**, used SAP HANA Cloud Platform to design innovative applications for bridging SAP front- and back-office software systems for manufacturing and high-tech companies. Optimizing the sales process by digitizing quote generation for complex products and services, In Mind Computing CPQ Express helps to shorten the sales cycles and reduce cost of sales.
EXTEND SAP® AND NON-SAP APPLICATIONS EASILY, ECONOMICALLY, SECURELY

Partners can use SAP HANA Cloud Platform to extend and personalize all SAP® applications and ensure unified connectivity and integration.

All services offered through SAP HANA Cloud Platform facilitate the extension of the SAP Cloud portfolio as well as on-premise solutions – including the on-premise edition of the SAP S/4HANA suite – and their integration with business networks and third-party applications.

SAP HANA Cloud Platform comes with ready-to-use secure connectivity and high-end technologies to integrate with SAP and third-party software:

- **SAP HANA Cloud Platform, cloud connector** provides connectivity between applications running on SAP HANA Cloud Platform and SAP software as well as third-party on-premise software.
- **SAP HANA Cloud Platform, integration service** offers an open, flexible, on-demand, advanced integration hub that connects processes and data between cloud apps, third-party applications, and on-premise solutions.
- **SAP HANA Cloud Platform, API management** enables businesses to share selected information and processes that lie beyond traditional applications and Web sites. The technology enables developer communities to consume digital assets with ease through new channels, devices, and user interfaces.

With an availability of up to 99.9%, SAP HANA Cloud Platform gives customers a higher level of service compared to other platforms.
Digitize and Transform Today

**SAP HANA Cloud Platform** is the ultimate extensibility platform for business, providing access to the richest, most relevant, mission-critical, real-time business data available.

Partners and developers can build new revenue streams by leveraging the vast installed base and ecosystem of SAP to extend and innovate their customers’ businesses with unprecedented agility.

One of the many benefits of collaborating with SAP is the access it gives to customers who want to leverage the broad SAP ecosystem to address their innovation needs. Over 300,000 customers already take advantage of the opportunity. Customers are encouraged to explore **SAP HANA App Center** – the one-stop shop for open and agile applications developed on SAP HANA Cloud Platform. New applications are being added all the time.

SAP supports partners to help them deliver solutions customers need, and provides them with enterprise-class business services, including effective technical, enablement, and go-to-market support.

With customers needing to innovate in new ways, SAP HANA Cloud Platform provides you with the opportunity to redesign your business model and encourage hypergrowth that feeds on digital transformation. Capitalize on opportunities that were never possible before and run your business better.

Build your cloud business with SAP HANA Cloud Platform. To learn more and get started, visit the **SAP Application Development Partner Center**
Give your business the competitive advantage it needs to succeed in today’s fast changing digital economy.

• Enable rapid innovation
• Connect your customers to the digital economy
• Rethink business processes and build new cloud applications
• Extend SAP® applications easily
• Ensure secure and seamless integration