

Fujitsu World Tour 2016

SAP HANA
Operationalise your SAP
HANA Journey

Marcus Mudd

Agenda: Fujitsu Offers, Experience and Values for SAP Customers



- Fujitsu and SAP
- SAP Customer requirements => S/4 HANA – Digital Transformation
- How we can support SAP customers with innovative SAP infrastructure solutions to become a real-time enterprise
 - SAP HANA Infrastructure (PRIMEFLEX for SAP HANA)
 - FlexFrame Orchestrator (PRIMEFLEX for SAP Landscapes)
 - Project Examples
- Why Fujitsu for SAP Projects
- Summary - Q&A



Fujitsu – Your Trusted SAP Partner of Choice



40+ years partnership
with SAP

10,000+ SAP customers
worldwide



Global
SAP partner for
Technology, Services,
Hosting and Cloud

3,500+ SAP specialists world-wide
for **high-quality SAP projects**



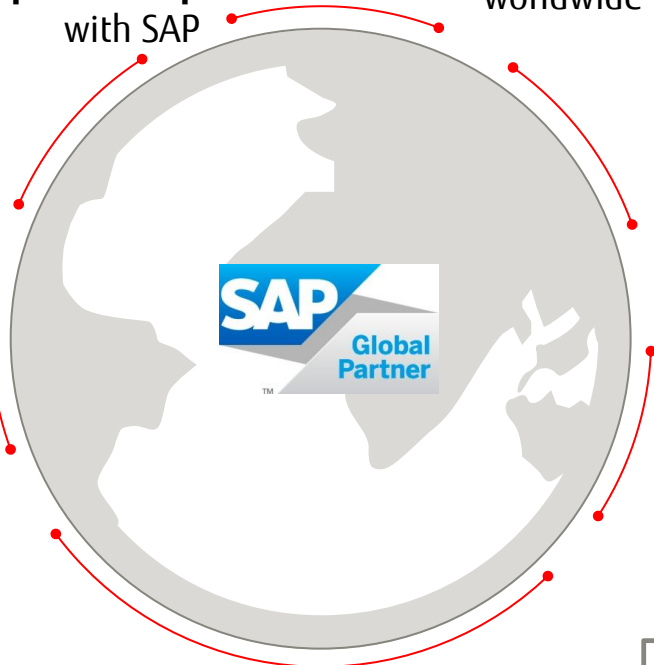
Global network of certified
data centers



**End-to-end SAP project
delivery** in collaboration with
technology and service **partners**



Innovations for SAP customers
e.g. **HANA co-innovation**
and reg. the
Internet of Things (IoT)



Comprehensive **global and regional SAP portfolio**



SAP Customer Requirements



Fujitsu SAP Customer Analysis: KISS Report

=> **Keep IT Simplified and Streamlined**

- Based on 400 customer interviews
- Analysis how to maximize the value of SAP Applications and SAP HANA
- Industry specific views reg. manufacturing, financial services and high-tech/telco

[Link for Download](#)

White Paper: FUJITSU KISS Report – Manufacturing Bulletin – November 2015

FUJITSU

The Fujitsu KISS Report – Manufacturing Sector

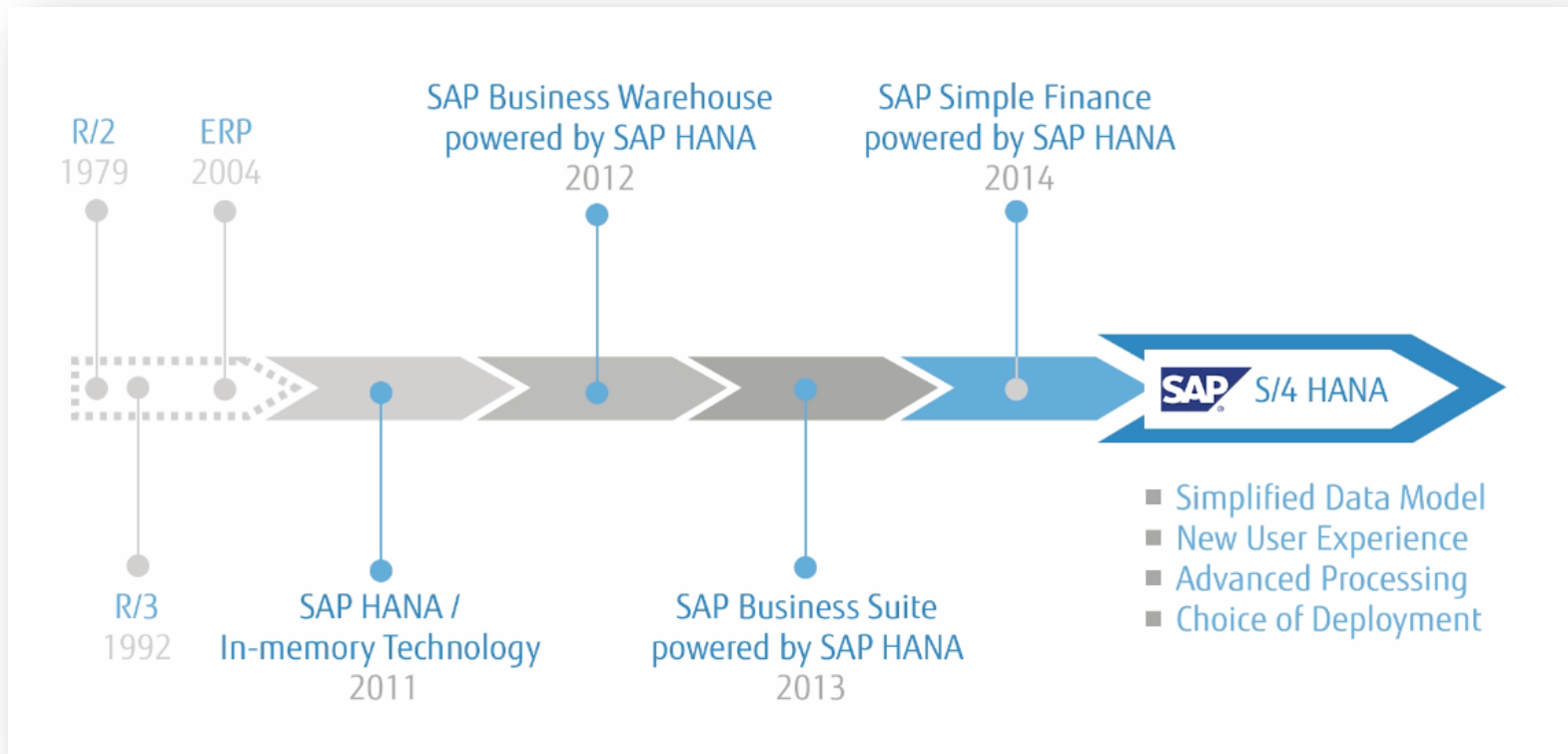
Keeping IT Simplified and Streamlined to maximize the business value of SAP® Applications and SAP HANA®

Manufacturing companies operate in an environment that is influenced by multiple, partially conflicting requirements such as stringent environmental constraints, strong requests for faster innovation and more customization and, in parallel, an expectation of highly attractive prices. These demands on the one hand and new technology deployments like real-time analytics and the Internet of Things have driven the biggest change in manufacturing environments for decades. The majority of manufacturing companies realize that they have to build new processes and services, and that the new technologies can be a challenge as well as a powerful enabler.

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At the top of the transformation agenda: Business processes	2
Hurdles hindering transformation	3
Collaboration can help to drive transformation	3
What SAP customers in the manufacturing industry expect	3
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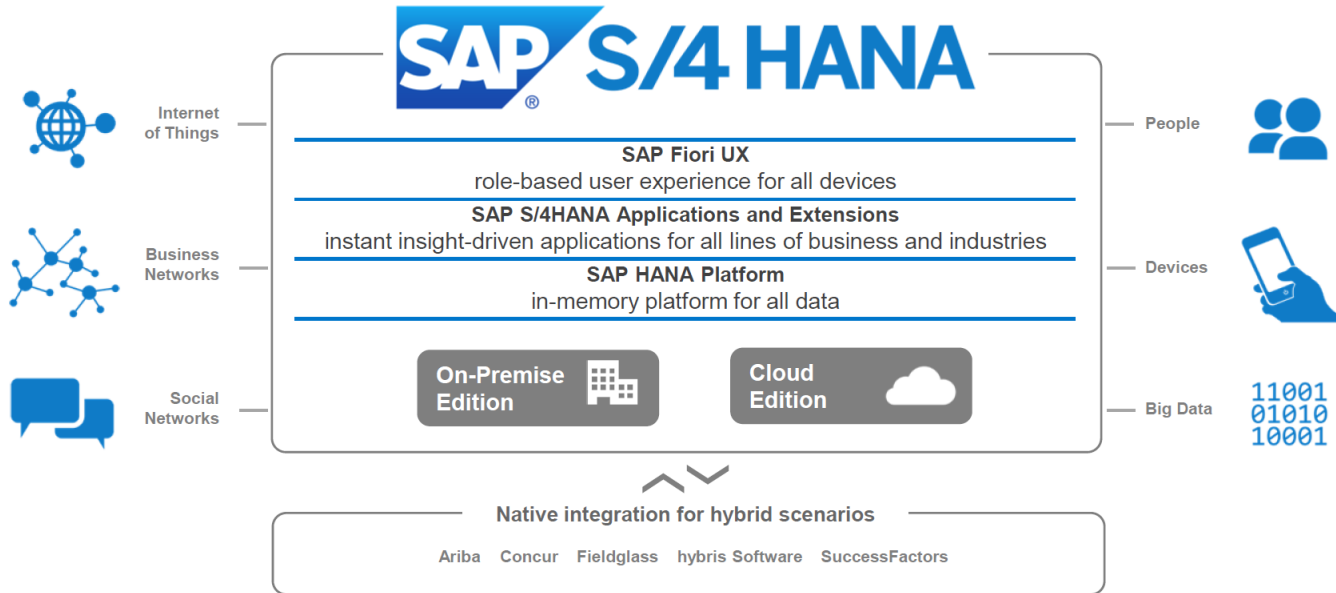
SAP Enterprise Software – Roadmap Steps



Source: SAP

S/4 HANA - Overview and Key Features

SAP S/4HANA, the next generation business suite



Source: SAP

How S/4 HANA Supports Digital Transformation

SAP S/4HANA

Unique value for business and digital transformation

Reimagined Business Decisions

Simplicity to get any insight on any data from anywhere



No more manual consolidation – all decisions on the fly and at the highest level of granularity

Reimagined Business Processes

Simplicity to focus on the essential tasks and change business processes



No more batch – all processes in real time

Reimagined Business Models

Simplicity to connect to people, devices, business networks



No more complex collaboration – all business connected

Source: SAP

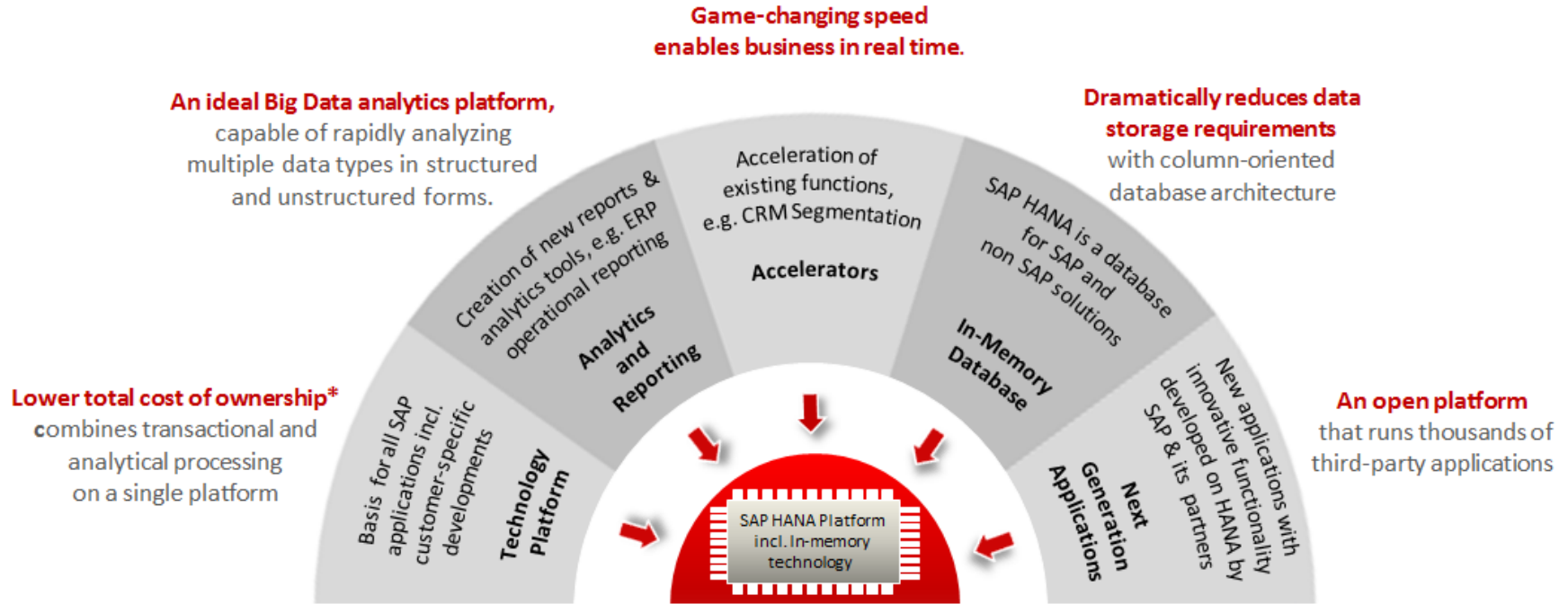
New Video:

Together With SAP S/4 HANA and Fujitsu into Digital Future



Link: https://www.youtube.com/watch?v=Nb_Wm7SjZmg&feature=youtu.be

SAP HANA – Some Key Scenarios

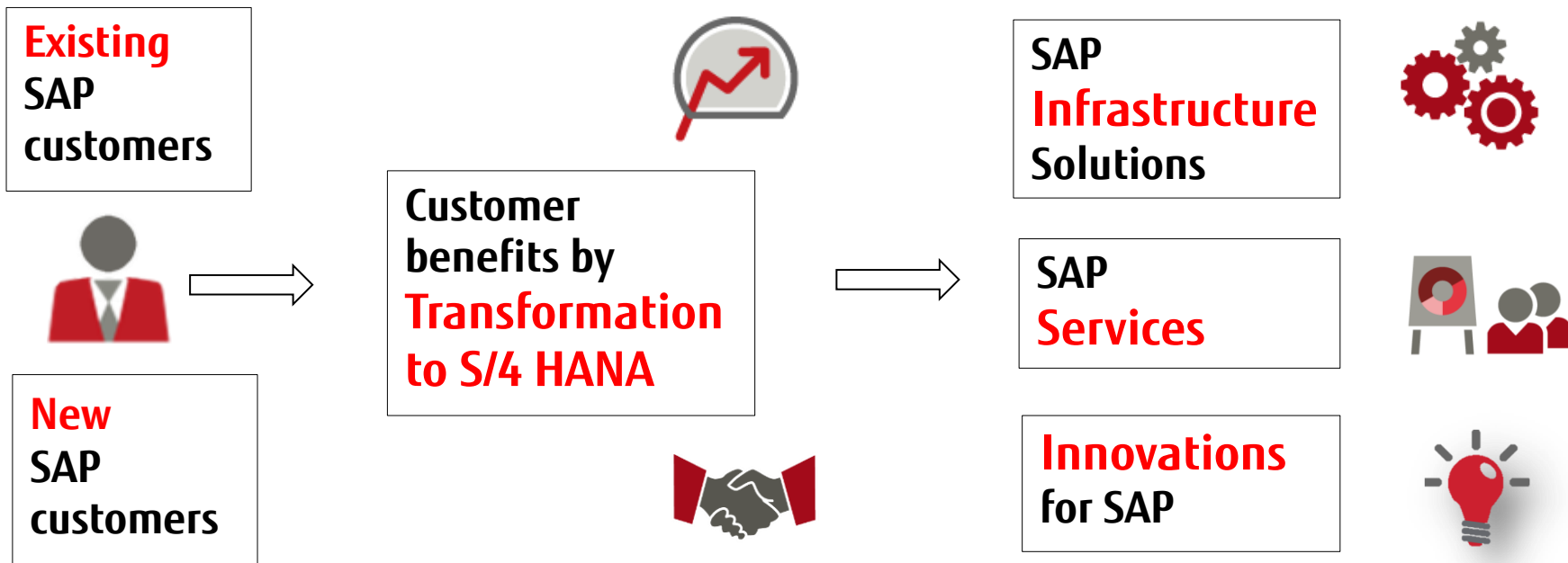


How to Start with SAP HANA

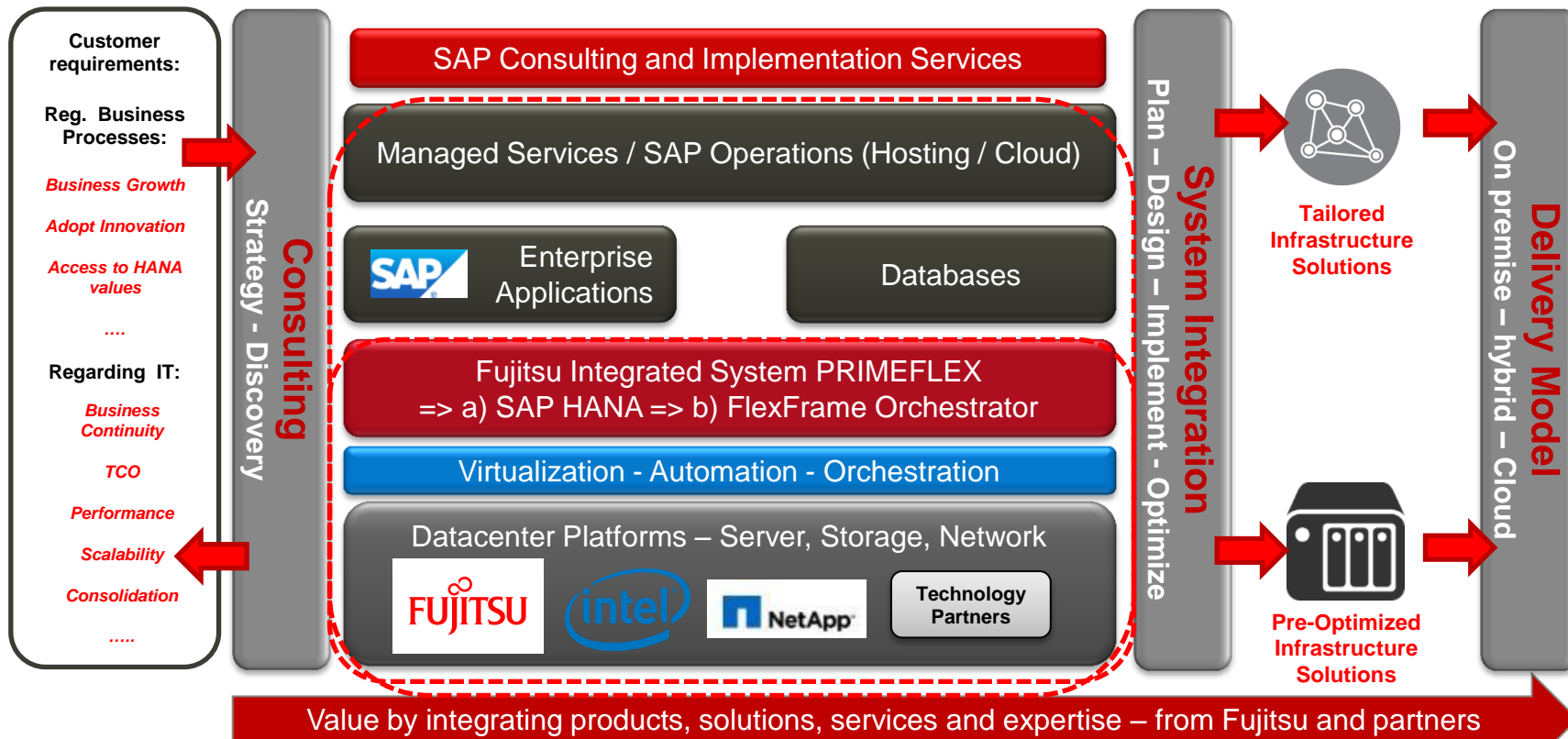
Customers

SAP

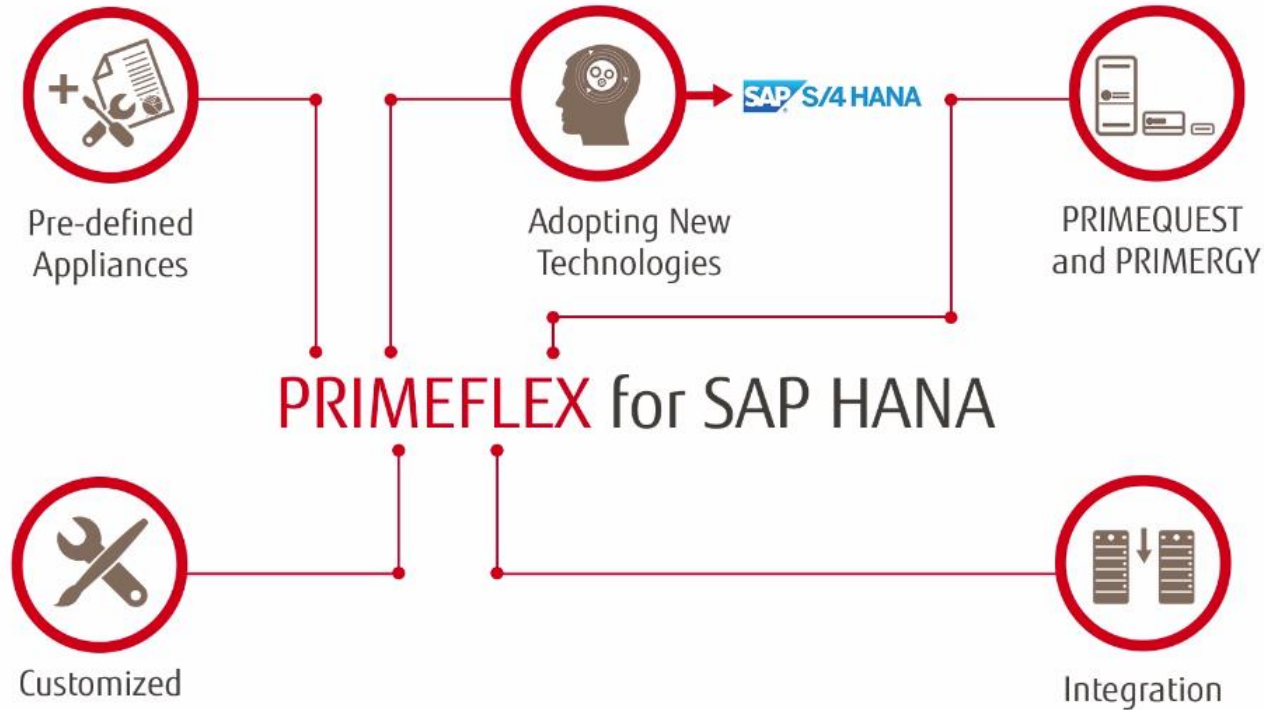
Fujitsu & Partners



Fujitsu –SAP Portfolio Overview



Fujitsu SAP Infrastructure Solutions: PRIMEFLEX for SAP HANA



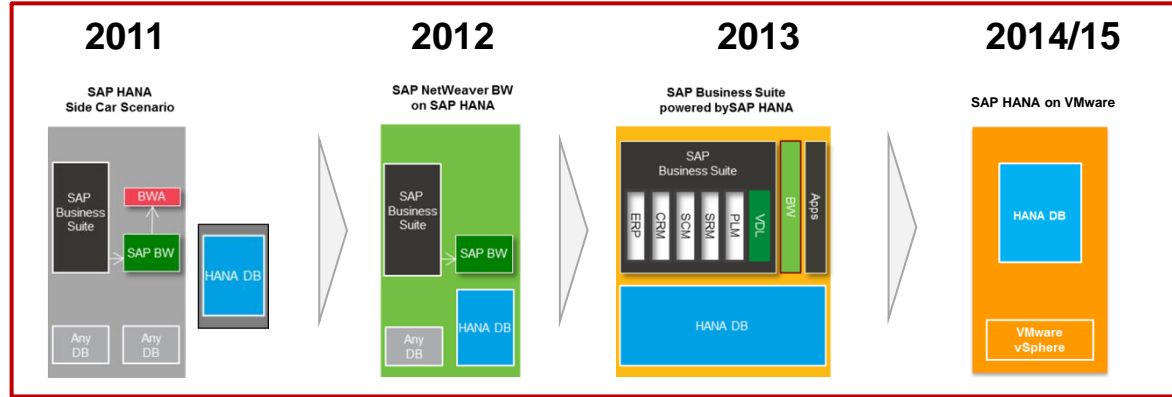
What Fujitsu stands for



Current Use Cases



In depth HANA expertise

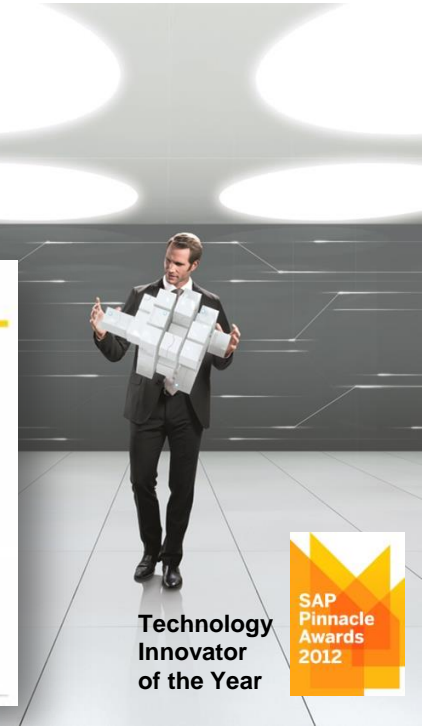


- Pioneering SAP HANA partner
- SAP HANA experience right from the start
- Portfolio evolves with changing market conditions
- Long term roadmap for inclusion of new technologies
- Management of for “traditional” landscape and SAP HANA within one unified SAP operation solution => FlexFrame

Some Fujitsu SAP HANA Achievements



- Innovation partner of the HPI (Hasso Plattner Institute) for development of SAP in-memory solutions
- 500+ HANA customer installations world-wide
- 16 TB multi node delivered to SAP customers in Japan
- Exclusive B1 HANA ramp-up partner
- Global SAP HANA Demo Center and Proof of Concepts
- Certified Rapid Deployment Solution (RDS) BW to HANA and migration experience to HANA
- Fast track delivery to customers with R&D, production and staging in Fujitsu factory in Augsburg / Germany
- Winner of the SAP Pinnacle Awards 2012
- Certification as SAP HANA Enterprise Cloud Provider
- First Business Suite on HANA platform certified for up to 6 TB single node on Ivy Bridge and Haswell New => Intel Broadwell launch: June 6th 2016



Fujitsu SAP HANA Infrastructure - Overview



Single Node / Scale Up

**SAP HANA
Database**

SAP HANA Server
PRIMERGY RX4770/
PRIMEQUEST 2800B/E

PQ and RX4770-M3
with Intel E7v4
Broadwell EX
certified for HANA
up to 8 TB RAM

Internal Storage

- Single servers from 128 GB to 8 TB incl. internal storage
- Flexible portfolio for Proof of Concept, development, tests, productive side car scenarios etc.
- Highly scalable offer for SAP Business Suite on HANA

Multi Node / Scale Out

**SAP HANA
Database**

**SAP HANA
Server 1**

PRIMERGY RX4770
PRIMEQUEST B

**SAP HANA
Server 2**

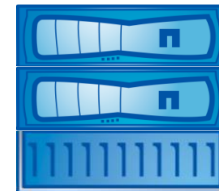
PRIMERGY RX4770
PRIMEQUEST B

**SAP HANA
Server N**

PRIMERGY RX4770
PRIMEQUEST B

External Storage

- Multiple servers in one SAP HANA system
- Scale out by addition of compute nodes and storage (certification up to 16 nodes)
- High availability capabilities included
- Certified with ETERNUS and NetApp (based on SAP HANA TDI)



**Shared
NetApp FAS
Storage**



Fujitsu HANA Offer on Intel E7v4 (Broadwell)



2 Server Types Certified for SAP HANA




■ PQ2800B/E –M3

- Certified SAP HANA Server
- Glue-less 8-Way Rack Server

BW on HANA
4TB RAM

BS on HANA
8TB RAM

powered by 

■ RX4770-M3

- Certified SAP HANA Server
- 4-Way Rack Server

BW on HANA
1,5 TB RAM

BS on HANA
3TB RAM



- JX40 as part of the Appliance Offering for Direct Attached Storage in Single-node configurations
- Both server platforms are certified for SAP HANA Multi-Node and for TDI projects with NetApp or ETERNUS or other certified storage
- Link: <http://global.sap.com/community/ebook/2014-09-02-hana-hardware/enEN/index.html>



SAP HANA: Appliance vs. TDI (Tailored Datacenter Integration)

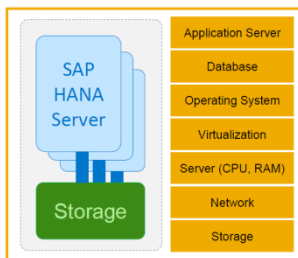
Alternative: SAP HANA Tailored Data Center Integration

Introducing Hardware Flexibility

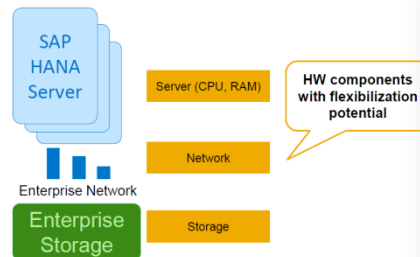
SAP HANA TDI is an alternative deployment approach.

Compared to an appliance, it offers more flexibility when you have to select the appropriate hardware for integrating SAP HANA in your data center.

Appliance building blocks: All in one box



SAP HANA TDI: Use your own preferred HW



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Customer 27

SAP HANA Tailored Data Center Integration

Comparison with Appliance Delivery Model

	Appliance Delivery Model	SAP HANA TDI Approach
Hardware Selection	<ul style="list-style-type: none"> Little flexibility only <ul style="list-style-type: none"> Customer can choose between different appliance vendors No possibility to replace certain components by HW already used in customers' DC 	<ul style="list-style-type: none"> Save IT budget and existing investments <ul style="list-style-type: none"> Use preferred storage Use preferred network components
Implementation Effort	<ul style="list-style-type: none"> Low for customer <ul style="list-style-type: none"> Preconfigured HW plus preinstalled SW 	<ul style="list-style-type: none"> Only HW is delivered <ul style="list-style-type: none"> Installation to be done by customer (incl OS) Extensive docu (guides, SAP notes) available
Safeguarding / Solution Validation	<ul style="list-style-type: none"> Done together by SAP and HW Partner 	<ul style="list-style-type: none"> SAP HANA Going-Live check offered by SAP AGS Self-managed infrastructure tests possible <ul style="list-style-type: none"> SAP HANA HW Configuration Check Tool
Support	<ul style="list-style-type: none"> Fully provided by SAP 	<ul style="list-style-type: none"> Individual support agreement(s) with HW partner(s) required
OS Service Contract	<ul style="list-style-type: none"> Appliance vendor is reseller of OS provider's service contract 	<ul style="list-style-type: none"> Customer to care for getting the OS provider's service contract

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Customer 31

■ SAP HANA TDI-certified Server and Storage:

Link: <http://global.sap.com/community/ebook/2014-09-02-hana-hardware/enEN/enterprise-storage.html#page=1>

Some customers with SAP HANA on Fujitsu platform

Generali / Italy

- Generali is one of the most significant players in the global insurance and financial sector markets.
- BW on HANA on Fujitsu / NetApp Scale-out installation with +3 TB in 2 data centers



LuLu / UAE

- LuLu international / EMKE is the leading retail chain and trading company in the Middle East / Gulf region
- SAP BW on HANA scale-out installation



Royal Swaziland Sugar Corp. / South Africa

- The largest company in Swaziland producing two-thirds of the country's sugar and a significant quantity of ethanol
- First Business Suite on HANA project in South Africa region

[Case Study](#)



ROYAL SWAZILAND SUGAR CORPORATION

Some Customers with SAP HANA on Fujitsu Platform



Bajaj Auto / India

- Bajaj Auto is ranked as the world's forth largest two- and three-wheeler manufacturer
- SAP Business Suite on HANA project by SAP (implementation) and Fujitsu (IT consultancy, DC integration with existing landscape)
- 3 x 6 TB SAP HANA platform in 2 datacenters



Sterlite Technologies / India

- Sterlite Technologies Limited (STL) develops & delivers solutions and infrastructure for telecom & power transmission networks, globally.
- Migration from SAP ERP to Business Suite on HANA by Fujitsu
- SAP HANA infrastructure delivery incl. data center integration, backup etc.



SAP HANA @ SAP AG

– powered by Fujitsu and NetApp



Customer Profile

- SAP is the market and technology leader in business management software



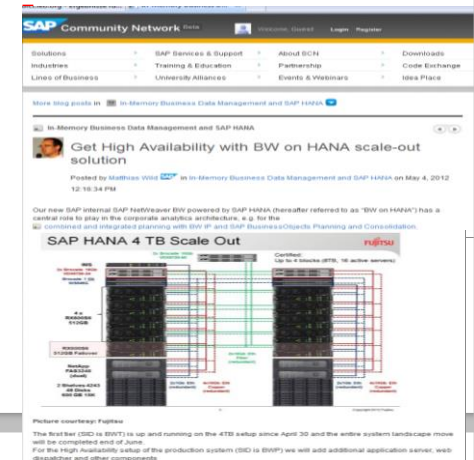
Installation

- SAP runs Fujitsu
- SAP runs NetApp (20+PB for all kind of applications)
- 300+ Fujitsu HANA single node and multi-node systems for var. purposes / applications (prod., dev., test, training, projects),
- NetApp is strategic storage platform for SAP HEC




Achievements

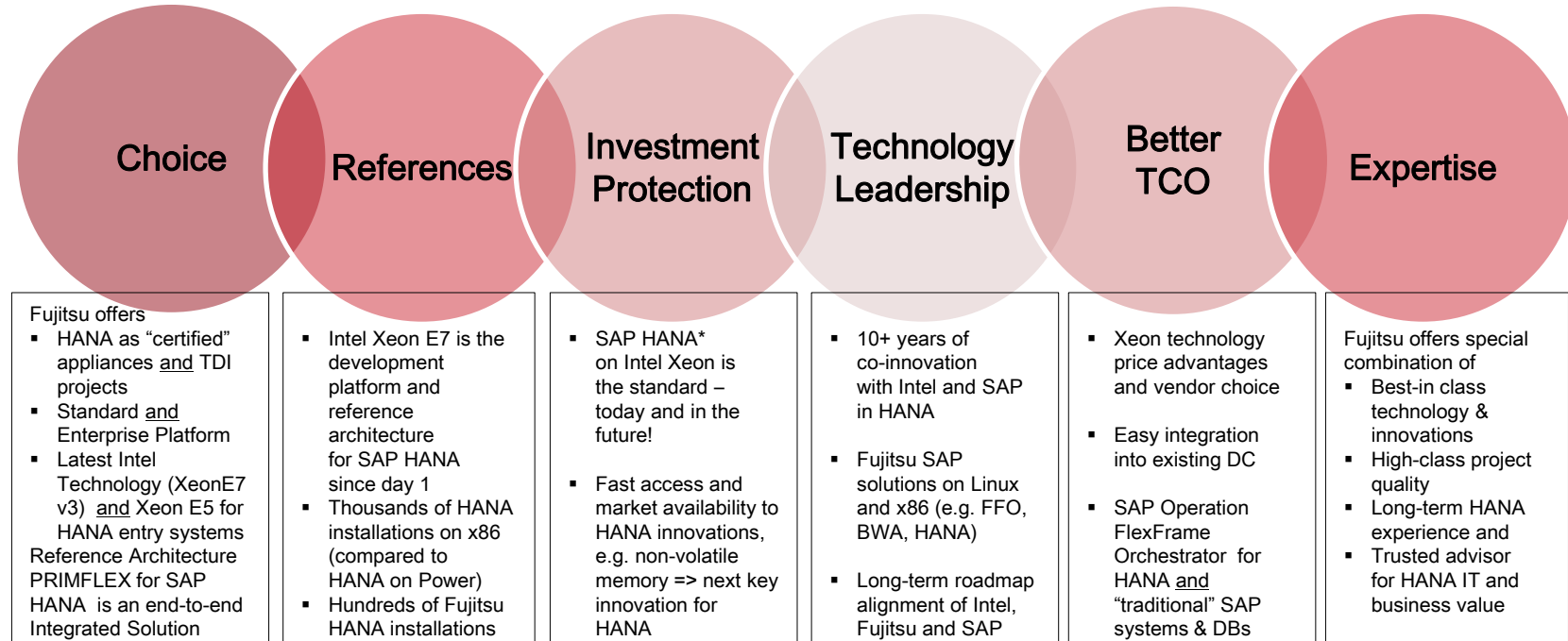
- SAP internal BW on HANA productive since May 2012 with +4TB [Link](#)



Why SAP HANA on Fujitsu



Fujitsu SAP HANA is powered by 



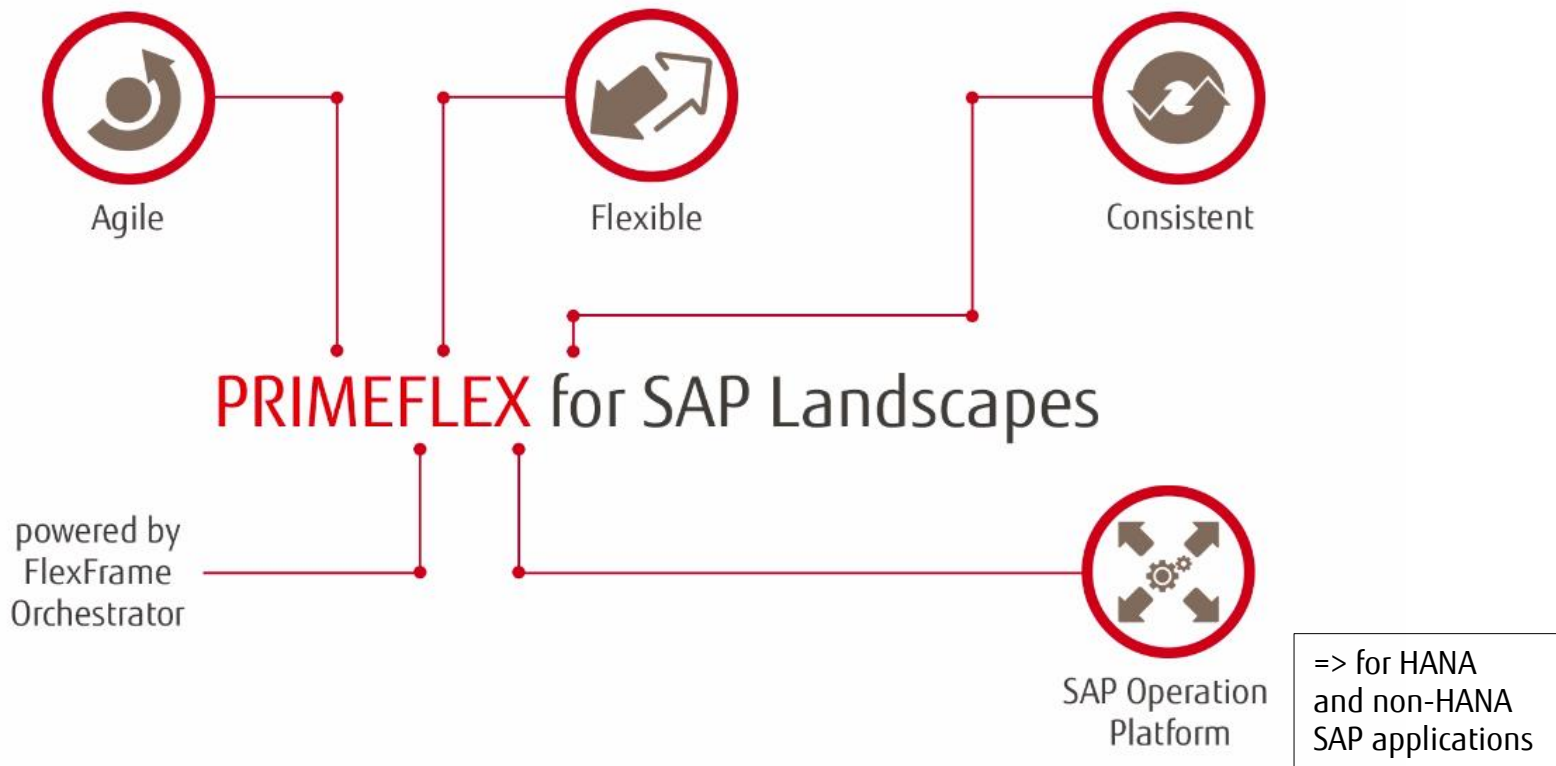
Benefits of Choosing Fujitsu for SAP HANA



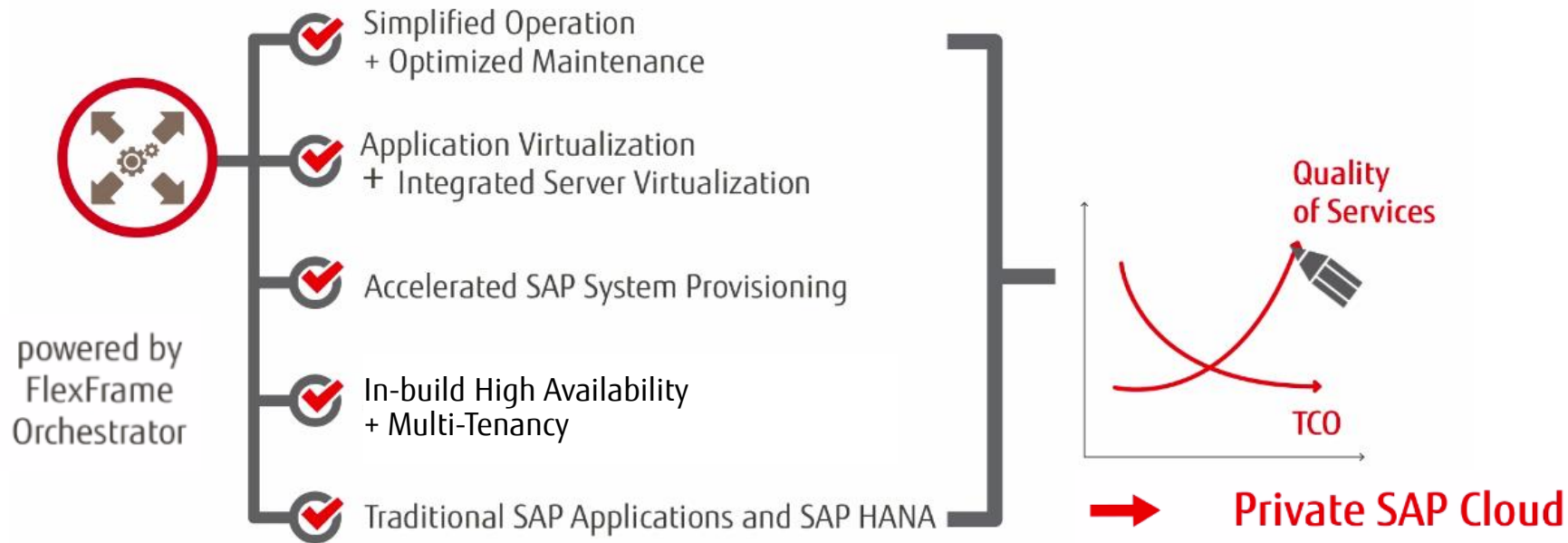
- Simplified and smooth transition to in-memory technology
 - SAP-certified and pre-installed infrastructures
=> **Fast implementation**
 - Highly flexible, scalable and available architecture
=> **Mission critical readiness**
 - End-to-End infrastructure consulting and services
=> **Options for delivery model: on-premise, hybrid or cloud**
- Simplified and smooth transition to real-time data access
 - Services to preview individual business value and HANA readiness
=> **Solid decision base**
 - TCO calculations plus financial solutions
=> **Investment transparency**
 - Dedicated services for different use cases and migration
=> **Fast track to business value**



Fujitsu SAP Infrastructure Solutions: PRIMEFLEX for SAP Landscapes



PRIMEFLEX for SAP Landscapes - Key Features



Some Customers running PRIMEFLEX for SAP Landscapes - FlexFrame Orchestrator



myBrand / The Netherlands

- Leading SAP Hosting / Cloud Service provider in the NL running 30 end customers on a shared FFO SAP landscape
- Started in 2007 with 20 SIDs, today 250+ SIDs - for traditional SAP systems and more and more also for SAP HANA systems
- Strong business growth based on very price competitive SAP operations.



Nakilat / Qatar

- Qatar Gas Transport Company Ltd (Nakilat) shipping and marine-related services with ww largest fleet of LNG vessels
- Innovative, consolidated IT environment for existing and new SAP HANA applications plus halved IT operation cost
- Trusted FJ partnership reg. transformation of IT and migration to HANA



Some Customers running FlexFrame Orchestrator



Hindustan Times / India

- Hindustan Times is one of the leading Indian media houses and daily newspapers
- No unplanned downtime for the complete SAP landscape since they started 2009 with FlexFrame
- Successful OS migration to Linux to be HANA-ready in 2014



Lulu International / UAE

- LuLu Group International is a leading and fast expanding retail and trading company acting in 31 countries in Middle East and Asia
- Innovative SAP solutions based on BW on HANA and FlexFrame Orchestrator as cost-efficient and flexible SAP operational platform



Some Customers running PRIMEFLEX for SAP Landscapes / FlexFrame Orchestrator

Valio / Finland

- Valio is the market leader in all key dairy product groups in Finland. HQ in Helsinki, 5 subsidiaries (USA, Sweden, Russia, Estonia, China)
- Started in 2014 replacing old SAP on HP-UX with FlexFrame solution.
- 2016 solution will be extended using HANA as a database integrated into FlexFrame



HK Ruokatalo / Finland

- HK Scan is one of the leading food companies in Northern Europe.
- Started in 2006 with FlexFrame solution => today already 3rd generation platform. 1st cDOT MetroCluster customer with SAP usage.
- 2015 HANA was integrated into FlexFrame



Why Fujitsu for Your SAP Projects



Customer Values /
Transformation to SAP HANA

Long-term
collaboration
with our
SAP customers

Technology /
Innovations /
Partnerships

Experience /
High-quality Projects /
Trust

Our Offer for SAP Customers: Simplification!



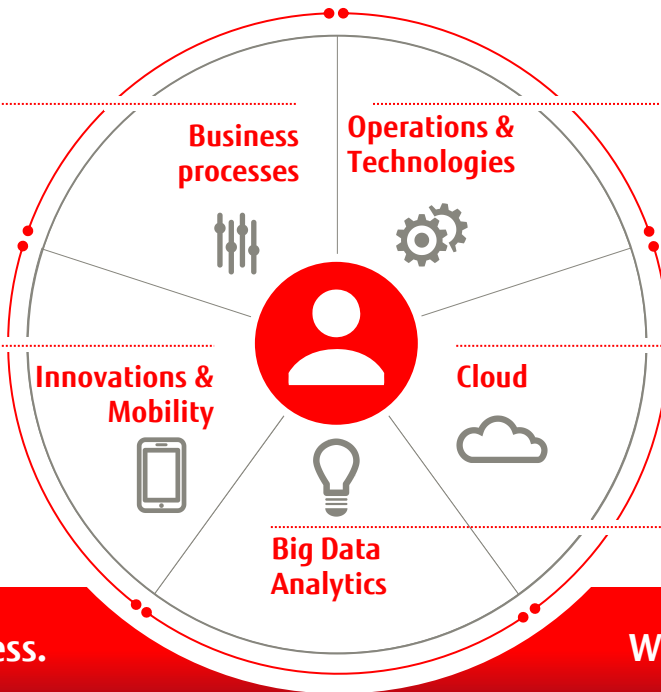
Our Fujitsu Human Centric approach can help you to overcome your SAP-business related challenges.



Improve agility for strategic and organization changes.

Mobile access to internal data and processes enables efficient and secure device management.

Easy access to innovations that SAP provide with SAP HANA and other new solution



Ensure **interrupt-free SAP operations**, increase service availability and reduce TCO.

Innovative SAP Datacenter Solutions and Integrated Systems **to run SAP more simple**

Convert to a **new SAP operations model** for more **flexibility and cost transparency**.

Increase the benefit of SAP applications by **utilizing** existing **information better**.

Concentrate on your core business.

We focus on making it simple for you!

Links: Fujitsu SAP Solutions & Offerings



- Webpage: [Simplicity for SAP - Shape the Digital Future/](#)
- [Video: Shape the digital future with S/4 HANA and Fujitsu](#) **New!**
- [Video: Fujitsu Solutions and Services for SAP](#)
- [Video: Fujitsu and SAP HANA](#)
- [Flip Book: Fujitsu SAP HANA Solutions](#)
- [Flip Book: PRIMEFLEX for SAP Landscapes - powered by FlexFrame Orchestrator](#)
- Webpage: [PRIMEFLEX for SAP HANA incl. Case Studies](#)
- Webpage: [Fujitsu SAP Infrastructure Solutions](#)
- Some case studies:
 - Nakilat / Qatar: [Printed Case Study](#) [Youtube Video](#) **New!**
 - Modern Bakery / UAE: [Printed Case Study](#)
 - Al Nasser Group /Saudi Arabia: [Printed Case Study](#)



Welcome!

Welcome to the threshold of the digital age. Right now we are experiencing the transformation of our world into a realm of hyper connectivity, with networks joining everyone with everything. Big data, the

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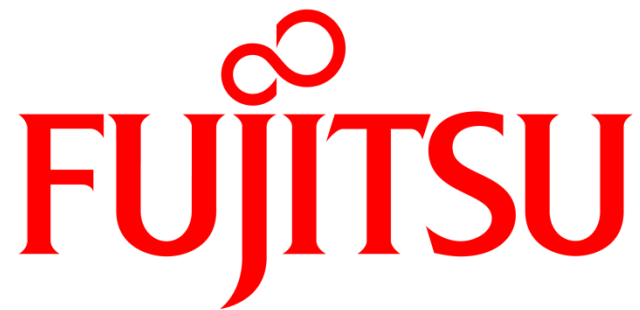
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