Contents

1 Rethink to Innovate 2
1.1 Starting from Scratch 6
1.2 A More Theoretical View of Enterprise Applications 8
1.3 About This Book 10

Part I FOUNDATIONS OF IN-MEMORY TECHNOLOGY 12

2 The Design Principles of an In-Memory Columnar Storage Database 16
2.1 Core Principles 20
2.2 Advanced Features 25
3 The Impact of HANA on the Design of Enterprise Applications 42
3.1 Objects and Relations 44
3.2 Redesigning with the Zero Response Time Principle 49
3.3 OLTP and OLAP in One System 52
3.4 Time Scaling 56
3.5 Extensibility on the Fly 57
3.6 The Reduction of the Data Footprint 58
3.7 Big Data 60

Part II NEW ENTERPRISE APPLICATIONS 62

4 The New Business Suite S/4HANA 68
4.1 Non-Disruptive Innovation with Disruptive Technology 69
4.2 One More Time – Speed is Important 73
4.3 The New User Interface 77
4.4 Better Systems with a Lower Total Cost of Ownership 82
4.5 Applications in the Cloud on HANA 96
4.6 The Impact of Organizational Changes 100
4.7 System Considerations 101
4.8 Extensibility 106
4.9 Solution Packages 109
5 Rebuild and Rethink 112
5.1 The Boardroom of the Future 114
5.2 Financials 122
5.3 Logistics 128
5.4 Sales and Marketing 131
5.5 Analytics and Planning 138
5.6 Lessons Learned 145

Part III KEY BENEFITS OF HANA FOR ENTERPRISE APPLICATIONS 146

6 Leveraging Design Thinking in Co-Innovation Projects 152
6.1 SAP's Co-Innovation Initiative 153
6.2 Design Thinking as a Co-Innovation Enabler 155
6.3 Co-Innovation in Action: The Real Estate Cockpit 156
6.4 Co-Innovation in Action: Medical Research Insights 158

7 Reduction of Complexity 174
7.1 Database Footprint Reduction in Enterprise Systems 176
7.2 Financial Planning in the Cloud 179
7.3 Celonis Process Mining – A New Level of Process Transparency 182
7.4 Signal Detection in Big Marketplaces 186

8 Highest Flexibility by Finest Granularity 192
8.1 Enterprise Simulation 194
8.2 Taking the Speed Challenge 198
8.3 Fraud Management 203

9 Exploiting the Window of Opportunity 208
9.1 Omni-Channel Retailing 210
9.2 ConAgra – From Insights to Actions with Total Margin Management 213
9.3 Risk Analysis During Natural Disasters 218

10 Quality Time at Work 222
10.1 Determining the Who, What, and Where of Consumer Behavior 224
10.2 All Key Performance Indicators at a Glance 231
10.3 Navigation Through Enterprise Data 235
10.4 Driving Sourcing and Procurement Excellence Through Better Spend Visibility 238

11 Solving the Unsolvable 244
11.1 Smart Vending 247
11.2 Remote Service and Predictive Maintenance 250
11.3 Empowering Logistics Hubs 254
11.4 Tracing Goods Around the Globe 258
11.5 Understanding the Opinion of the Digital Society 262

12 Conclusions 266