

# Imagine if you could...

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Instantly predict market trends and customer needs

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Provide exactly the right offers and service levels to every customer

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Predict how market price volatility will impact your production plans

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Have a continuously-updated window onto future sales, showing changes in real time

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See changes in demand or supply across your entire Supply Chain immediately

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Understand what your customers and potential customers are saying about you, right now

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Monitor and analyze all deviations and quality issues in your production process

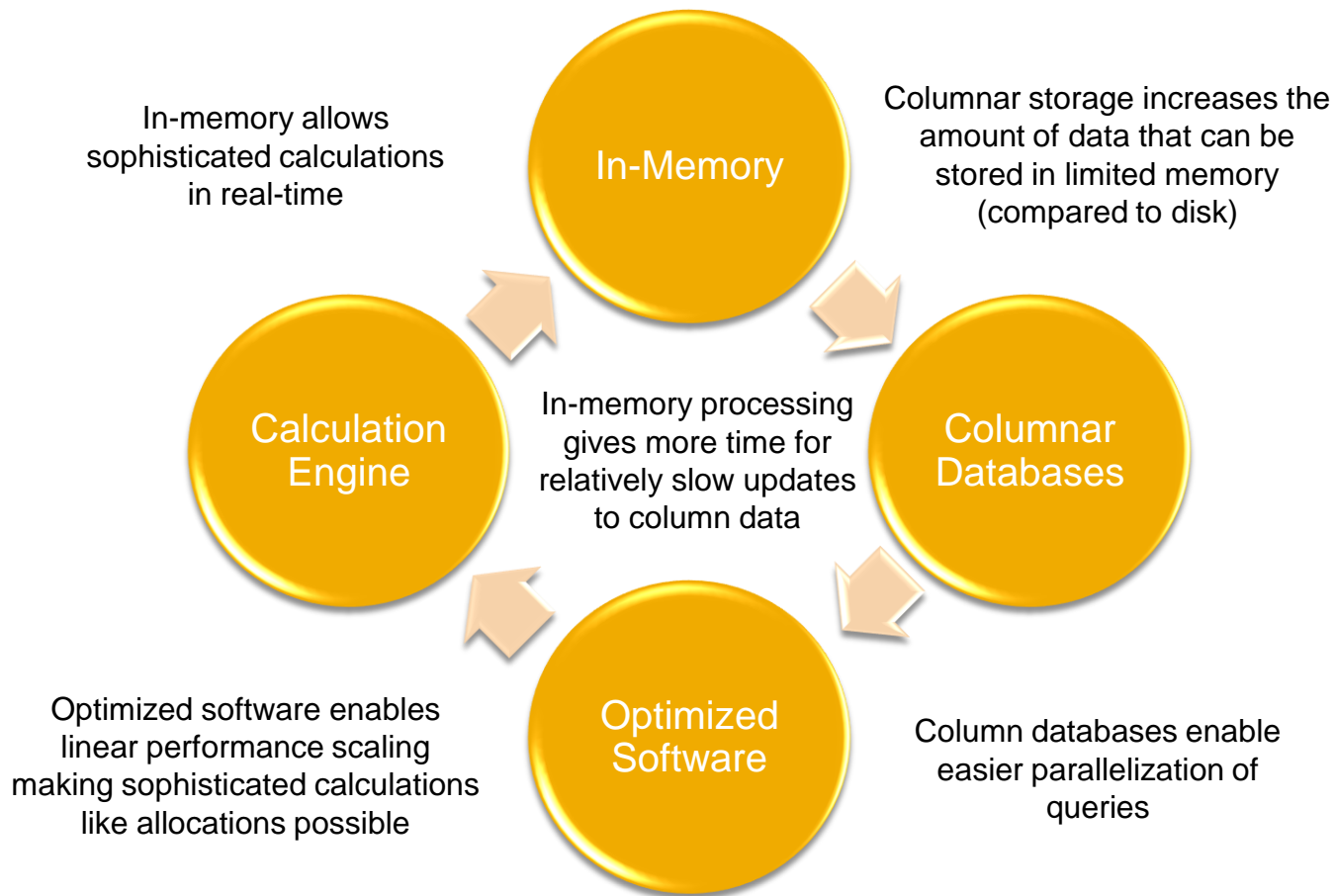
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Predict cash flows to manage collections, risk and short-term borrowing in real time

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# In-memory innovation makes real-time business a reality



# In-memory computing technology impacts velocity, volume and value

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**3600x**

Faster reporting speed



**460B**

Data records analyzed in less than a second

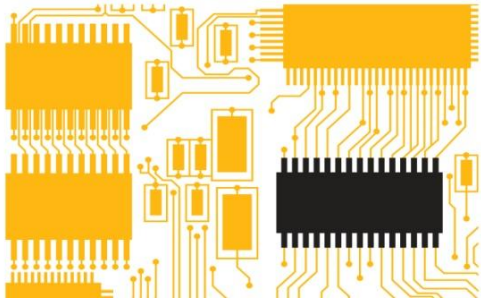


**21%**

Average increase in revenue

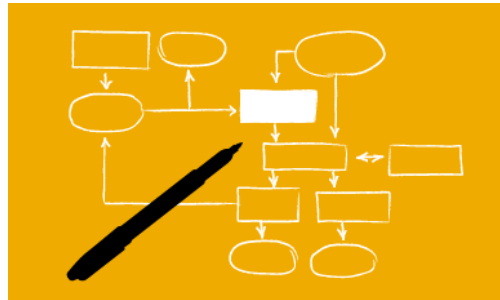
# Three strategies for running better

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## Breakthrough analytics

Deliver real-time insight and manage 'big data' with the SAP HANA™ appliance



## Amazing new applications

Drive rapid innovation and meet strategic challenges with a new wave of in-memory business applications



## Dramatic simplification

Reduce complexity to lower cost and accelerate value delivery from IT

# SAP HANA in-memory appliance



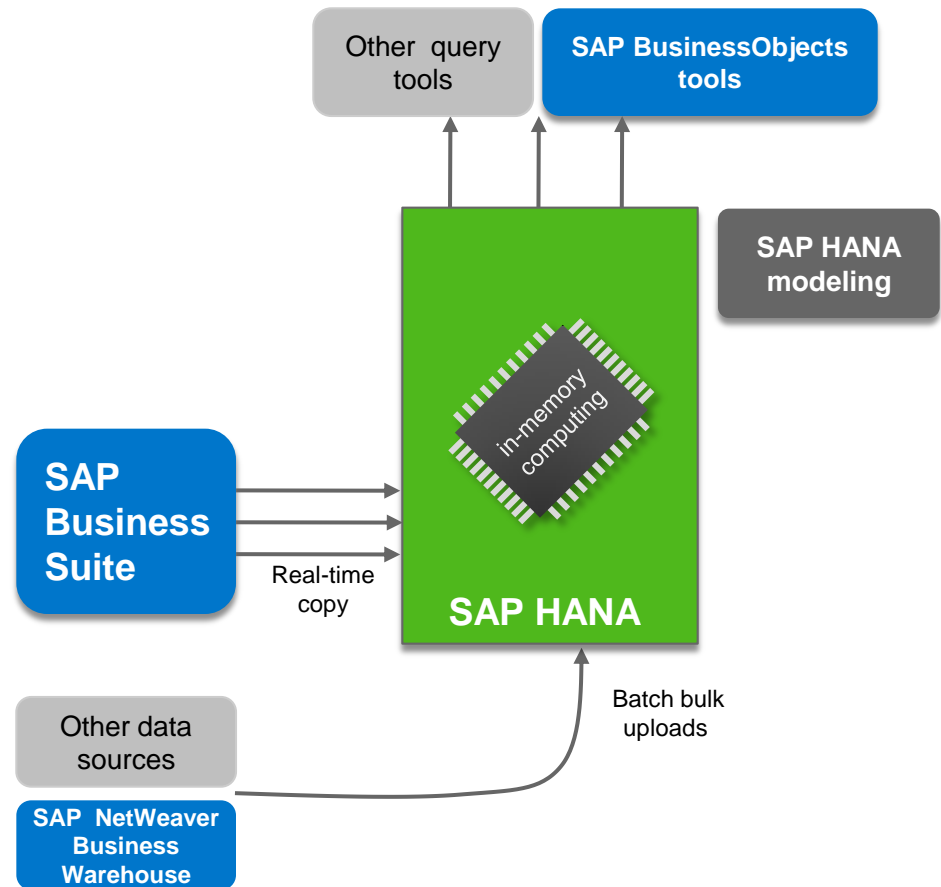
An appliance for processing high volumes of transactional data in real time



Includes tools for data modeling, data and lifecycle management, security, operations



Provides support for multiple interfaces based on industry standards



# Dramatic simplification

