IBM Performance 2011

In-Memory & Real-Time – Hype vs. Reality:

Tailored IBM Business Analytics for SAP Customers

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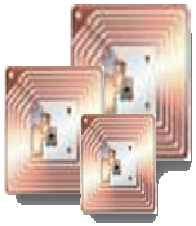
Unprecedented Data Growth…

> 4.6 Billion
Mobile Phones, Smart Phones, & Tablet Computers

1.3 Billion RFID Tags 2005;
> 30 Billion **RFID Tags 2011**



twitter

Twitter processes
> 7 Terabytes
daily

Capital market data:
>2.000% **increase since 2003**

facebook

Facebook grows to
> 580 Millionen
users in 2011

Mobile Cloud Social

…Drives New Buzzwords…

Messaging Systems

Unstructered Data

Collaboration

MapReduce

Cloud

Appliance

In-Memory

BigData

Real-Time

IBM BigInsights

ETL

Data Democracy

Hadoop

SAP HANA

Oracle Exadata

...And Asks for New Views:

...concerns

- Companies of all legal forms, sizes, industries
- NPOs
- Public Sector

...is

- not a question about the „if“, only about „when“ and „how“
- Enables new business modells
- Basis for competitve edge

...will be

- play an important role for most companies
- and broadens the scope for... **Business Analytics**

* Management of huge data quantities & purpose driven use in companies

Use Mass Data Efficiently...

Performance

- High performance
  → *In-Memory?*
- Replication 24x7

Relevance

- Store & combine external & internal data
- Specify, process and provide relevant data

Access & Use

- Line of Business specific data
- When it is required
  → *Real-Time?*

Focus: Performance & Real-Time

Examples for performance optimization:

In-Memory Appliance

- Columnar database technology
- Data storage in RAM
- Cheaper RAM
- 64bit architecture with up to 2 TB of addressable RAM
- Caching of complete databases
- Requires disaster recovery & back-up

Real-Time Analytics

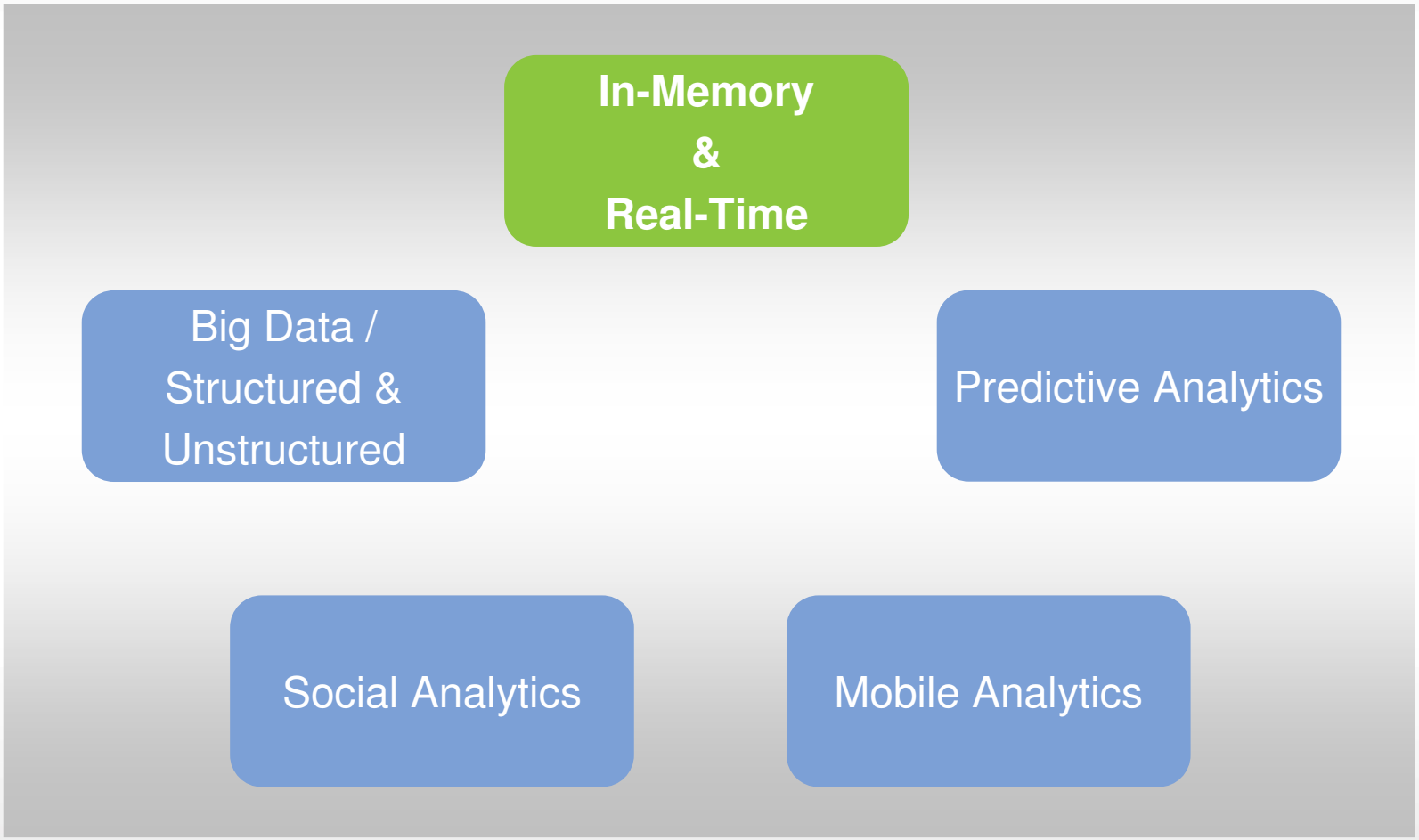
- Analysis in real-time instead of hours or days
- Use of all necessary internal & external data sources
- Flexible, dynamic analysis
- Based upon continuous data replication (24x7)

or

Customer Specific

- Tailored to the need of the various Lines of Business
- Analysis of your existing hardware & software
- Customer specific optimization

And...Business Analytics?



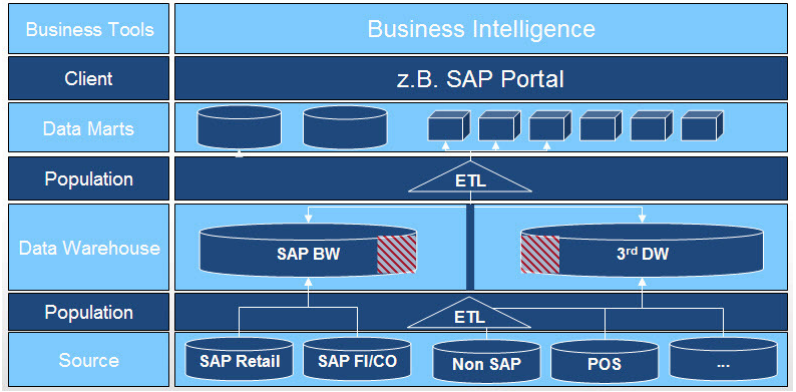
Lines Of Business: In Memory & Real-Time as Answer to All Business Needs?

- How fresh is the data?
  - Real-, Near-, Right-Time
  - Daily, weekly, monthly
- Other requirements?
  - Simulation, predictive analytics
  - Planning
- Access?
  - Mobile
  - Online, Offline

Relevance for SAP Customers

Conventional Systems

- Traditional instruments (ETL, BI, Business Warehouses) reaching their limits
- Lengthy batch-runs at night
- High load for transactional system
- Real-Time applications not always deployed as required by the business



...Optimize SAP Systems

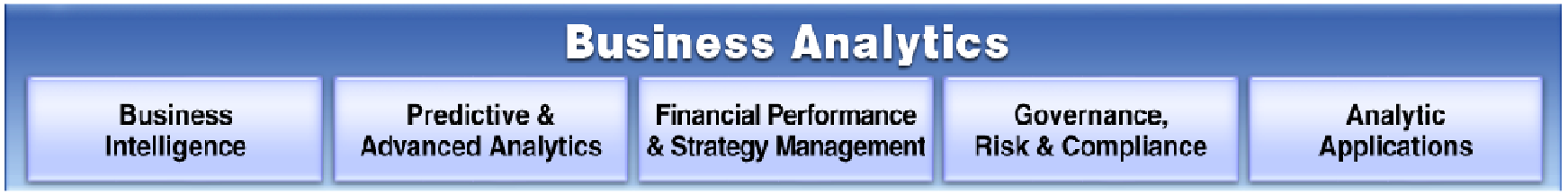
Predict potential threats and opportunities

Spot and analyze trends and anomalies

Compare "what-if" scenarios

Assemble and interact with relevant information

Plan, budget and forecast resources



Integrate Data from your SAP Systems

Ensure organization-wide insight

Combine external with SAP & non-SAP data

Align reporting, planning, predictions with other PM applications

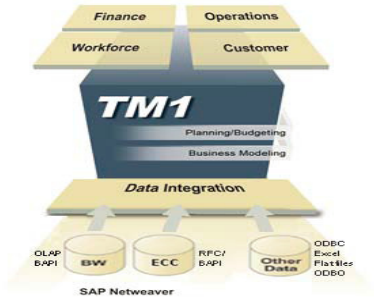
Improve query performance

...SAP Systems: Complement & Substitute

- Business Analytics Strategy
- Integration
- Cost / Benefit

Define the right mix - Simplicity and Flexibility

IBM Cognos TM1



Truly Multidimensional

IBM Netezza

True Appliance

IBM Smart Analytics System

Flexible Integrated System

IBM Big Data Platform

Custom Solution

Optimization of Existing SAP Systems

Customer Specific

IT

- Optimization or replacement of SAP BW
- Alternative ETL scenarios, data quality (e.g. IBM InfoSphere)
- Replication of data-marts (instead of entire databases) for real-time scenarios

Lines of Business

- Holistic corporate business analytics strategy
- “Right-Time”: provision of data when it is really needed
- Drive application adaption by the business user

Thank You