

# Maximizing Hitachi's capabilities for your SAP HANA™ initiative

## Delivering an end-to-end HANA solution

### The Hitachi Consulting difference

Hitachi Consulting is one of the few SAP Partners who can provide a full level of HANA support. Whether it's questions about HANA infrastructure, software, or applications, we have the answers. Leveraging Hitachi Consulting's full breadth of capabilities means we

Installed in Hitachi Consulting's lab is a full end-to-end HANA environment. This setup supports proof-of-value, solution design and development, training, and solution demos. Having access to these capabilities can drive greater acceptance across your organization and in solidifying your HANA strategy.

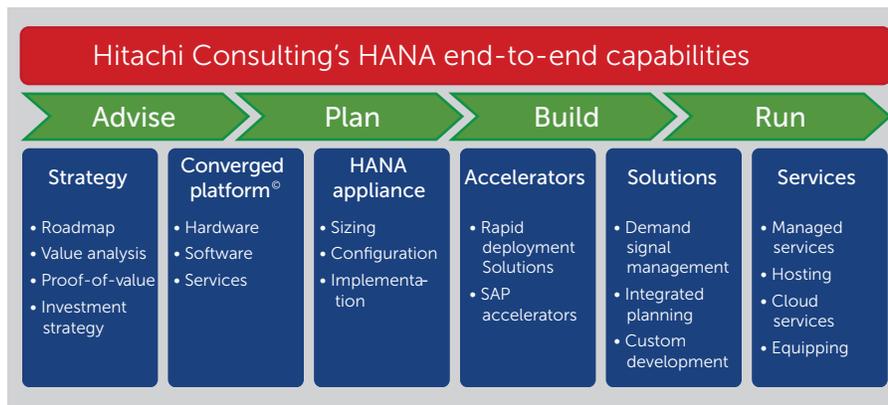
environments. Hitachi Disaster Tolerance is available using asynchronous or synchronous replication.

### Why Hitachi Consulting?

Hitachi Consulting is uniquely positioned with the agility and client-focused approach of a boutique firm combined with the depth and breadth of a much larger firm. Our approach is to work as an integrated team with our clients. We will bring the knowledge and experience required, but only you have the unique perspective of your existing environment, priorities and competitive edge. Together we create the best solution for your needs.

### Why Hitachi Data Systems?

Hitachi Data Systems has been delivering leading-performance SAP-certified solutions since 1994. Hitachi offers the knowledge, experience and technology to run your SAP environment. SAP is at the core of business processes and analytics. You can maximize your investment in SAP Business Suite and SAP HANA when ERP, CRM, SCM, and analytics operate at peak performance across the enterprise. Hitachi enterprise storage and converged solutions drive SAP Business Suite and SAP HANA with scalable capabilities to handle SAP workloads and analytics, even at peak workloads.



can deliver a fully integrated, highly optimized environment that helps ensure desired results for the HANA initiative, including lower costs and risks and higher business value.

### Hitachi Consulting's HANA program strategy

Moving forward, the impact of HANA will be felt with every technology-related capital investment decision your company makes. Having a clear plan will lay the foundation for those decisions. Hitachi Consulting's HANA Roadmap is driven by the business value it delivers and ensuring consensus around how and when HANA can and should be leveraged.

### Hitachi Unified Compute Platform (UCP) for SAP HANA

For scale-out applications, the robust and highly resilient, converged turnkey solution enables customers to dramatically accelerate analytics with SAP HANA on a high-performing and scalable platform that can scale to 56TB. For customers seeking a third-party solution to back up their SAP HANA databases onto supported tape libraries, Hitachi supports Symantec Net Backup Platform for SAP HANA, providing customers with an option to protect the persistent data layer as part of an overall strategy for platform deployments of SAP HANA into production

Hitachi UCP for SAP HANA is also offered as an enhanced scale-up version that enables customers to run SAP Business Suite software powered by SAP HANA on a high-performing platform that supports 4TB and 6TB of memory. In addition, this is the perfect platform for test and development environments, and for organizations that want a smaller platform solution to determine if SAP HANA is the right choice for their business.

## HANA appliance

The Hitachi approach combines a scalable, in-memory database platform with the system reliability and resilience capabilities required for enterprise production data center environments. Hitachi high-performing and scalable compute and storage solutions provide high availability, disaster tolerance and backup for 24/7, mission-critical SAP HANA platform environments.

## Hitachi "Live In Five" (LI5)

Hitachi "Live in Five" is a rapid proof-of-concept approach to demonstrate high-value scenarios and stand-up, production-ready solutions for SAP HANA. For a fixed scope and fixed fee, Hitachi will develop business use cases including metrics for success and associated ROI. With an average deployment timeline of weeks, not months, IT professionals are able to mitigate risk by leveraging the following benefits of the LI5 program:

- Tight scope, rapid project methodology (average is five weeks)
- A Hitachi-hosted instance or a loaner Hitachi appliance for SAP HANA
- Validation of results and assistance for the customer to develop a plan to move the solution into a production environment

Most recently, Hitachi Consulting completed an LI5 proof-of-concept project for SAP HANA focused on high-value use cases for a leading consumer products company. The result was a solution that enabled business analysts to analyze data, create new insights and provide recommendations to their field sales team to positively impact key business metrics.

## Solutions

Hitachi Consulting is a leader in developing HANA Use Cases, Best Practice HANA Integration and custom solutions that fully leverage the power of HANA. Here are just a few of our HANA-based solutions:

### Hitachi Consulting HANA lab

Hitachi Consulting has a full HANA environment designed to support your Proof of Value analysis, Use Case validation, and demos. Having access to this environment allows you to drive before you buy and gain consensus across your organization as to the value that can be delivered through HANA.

### Consumer products solutions

Hitachi Consulting is leading the HANA initiative for the consumer products industry with the HANA Demand Signal Management (formerly Demand Signal Repository) RDS. This solution will deliver a tremendous amount of value, both for revenue generation and operational efficiency.

### The HANA sata warehouse

Understanding how to optimize your data warehouse environment to leverage the power of HANA, while managing hot and cold data, integrating for real-time analytics, and ensuring users have the analytics capabilities to drive effective decision making is what Hitachi's HANA Data Warehouse architecture is all about.

### Industrial processing best practice HANA-enabled solution

Hitachi Consulting is leading the way in integrating the HANA technology into our market leading Best Practice Industry Solution for Industrial Processing Companies. The Industry Solution is designed to ensure you can leverage the power of HANA within the pre-configured industry Best Practices solutions.

### Our joint offering

In cooperation with SAP, Hitachi has helped redefine legacy supply chain management, customer relationship management and enterprise resource planning solutions based on traditional database deployments using Hitachi Unified Compute Platform (UCP) for SAP

HANA and Hitachi "Live in Five" services. These comprehensive offerings – enterprise-class converged infrastructure and consulting services to rapidly deploy and run SAP HANA – allow customers to take advantage of in-memory transactional and analytic systems and support future applications built for the SAP HANA platform.

## Hitachi differentiators

What makes the solution from Hitachi Data Systems different? Unlike other converged infrastructure solution vendors who focus on low-cost components, Hitachi takes a different approach by focusing on delivering a solution that provides immediate business value for mission-critical applications. By leveraging scalable X86 compute blades and tier 1 fibre-channel storage platform, Hitachi provides the same SLA's and operational excellence for SAP HANA platform that our customers enjoy today for their mission-critical applications like ERP.

If you're ready to bring real-time data to your enterprise, Hitachi Data Systems offers Scale Up and Scale Out converged solutions for SAP HANA, allowing you to rely on a trusted, proven, certified vendor. Our converged infrastructures give you real-time data with mission-critical reliability and operational performance, and a solution that scales with your business.

### Industry Solutions

Consumer Products

Industrial / High Tech Products

Communications, Media & Entertainment

Financial Services

Public Sector

## Big Data and HANA integration

Hitachi Consulting's big data infrastructure and architecture is part of an innovative program that encompasses the latest in business intelligence technology and services to ensure your big data success. The architecture leverages commodity hardware, big data management tools, data mining tools, SAP HANA and robust reporting and analysis capabilities. As a result, Hitachi can deliver the next generation of business-critical applications that can manage and analyze high volumes of data needed to improve market responsiveness.

## Services

Hosting, managed services, and cloud are critical parts of an organization's technology environment. Hitachi Consulting is on the leading edge of HANA in the cloud. Our clients are leveraging these capabilities to recognize lower cost of ownership, reduced capital investment and faster time-to-value.

## HANA's impact

As an SAP client, no matter your industry or company size, HANA impacts you. Over the next several years, every SAP customer will migrate to HANA. It's determining how and when that is the critical question. Because this transition effects infrastructure, architecture, administration, and most importantly, significant business value implications, it is critical to have a strong partner for this journey. Hitachi Consulting is uniquely equipped to be your guide.

## About Hitachi Data Systems

Hitachi Data Systems provides information technologies, services and solutions that help companies improve IT costs and agility, and innovate with information to make a difference in the world. Our customers gain compelling return on investment (ROI), unmatched return on assets (ROA) and demonstrable business impact. With approximately 5,900 employees worldwide, Hitachi Data Systems does business in more than 100 countries and regions. Our products,

services and solutions are trusted by the world's leading enterprises, including more than 70% of the Fortune 100 and more than 80% of the Fortune Global 100. Visit us at [www.HDS.com](http://www.HDS.com).

## About Hitachi Consulting

Hitachi Consulting is the global solutions and professional services organization within Hitachi Ltd., a global innovation leader in industrial and information technology solutions and an early pioneer of the Internet of Things. Hitachi Consulting is a business integrator for the IoT era and a catalyst for digital transformation. Using our deep domain knowledge, we strategically collaborate with our clients to help them innovate faster, maximize operational efficiency and realize measurable, sustainable business and societal value. As a consulting-led solutions company, we can help you leverage data as a strategic asset to drive competitive differentiation, customer loyalty and growth. To learn more, visit [www.hitachiconsulting.com](http://www.hitachiconsulting.com).

