



SAP HANA: Build a Business Case for Your Company (SAP PRESS)

Michael Mattern, Ray Croft

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Everybody knows that SAP HANA makes things go faster...but if you want to implement it for your company, you need to promise more than just speed. How will it improve business processes? How will it save money? How will it save time? In this book, find out what SAP HANA can really do. With case studies and high-level implementation plans from a multitude of industries, you'll learn how to build a convincing business case for any scenario. Go ahead, make your case.

*Learn about the practical applications of SAP HANA

*See how SAP HANA can make a difference in a variety of business scenarios

*Build a business case and get it off the ground

Case Studies from Different Industries

From customer service to fraud detection and everything in between, explore how SAP HANA can be applied for multiple purposes across varied industries.

Writing Your Own Business Case

After seeing examples of SAP HANA in action, apply the lessons learned to your own company and write an effective business case for any scenario.

Architecture and Implementation

Go beyond just business benefits. See how your ultimate goals translate into architecture and implementation plans.

*Big data

*Planning

*Travel cost reduction

*Customer behavior management

*Flexible and uniform data models

*Automatic business processes

*Fraud and theft detection

*Health care service improvement

*Architectural and implementation guidelines



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