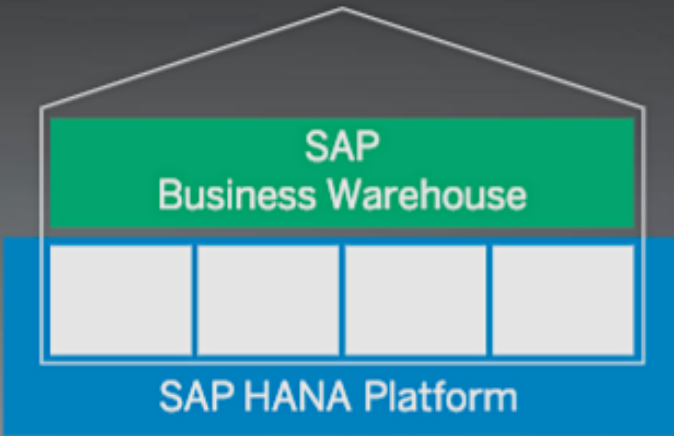


The SAP BW/4HANA approach



Customer needs and descriptions

- Preference for a packaged and guided approach
- History of operating SAP BW (ABAP)
- Existing BW customer with option to grow into HANA DW
- Mostly DW requirements concerned with SAP software systems

Tools & Functions

- Packaged data warehousing application with built-in best practice:
 - Query designer
 - Modeling tools
 - Transformations/HAP
 - ODP (Operational data provisioning)
 - Transport management
 - Analysis authorizations
 - Data Tiering Optimization

Characteristics

- Architected end-to-end approach with central meta data repository
- Openness: Interoperability with SQL based DW approach and easy integration of non-SAP data
- Modern UI for data modeling, administration/monitoring and business users
- Simplified data structures and flexible deployment options
- High Performance - SAP HANA In Memory Database and Advanced Analytics
- Continuous innovations based on SAP BW/4HANA Roadmap
- To consider: less freedom and flexibility in comparison to SQL based approach