

# Vállalatirányítási rendszerek és felhasználásuk

SAP megoldások, jövőképek és a fejlődés iránya



Csontos Péter, SAP Labs Hungary  
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THE BEST-RUN BUSINESSES RUN SAP™



# Introducing SAP



- Est.1972, HQ in Walldorf, Germany
- €11.57B revenues in 2008
- >86,000 customers, 120+ countries
- 75% of the Fortune Global 1,000
- >15,000 developers
- Go to market across 25 industries



# A View of SAP Through Our Customers



Production of **40 million**  
barrels of oil per day

Retail outlets transactions totaling  
**\$330 million** per day

Production of **32,000**  
car engines per day

**50 million**  
bank accounts

**75%** of world-wide  
annual beer production  
(**1.5 billion** hectoliter)

Defense forces across  
**107** countries

**54 million**  
annual health-care  
patient visits (US Only)

Processing of  
**2.5 billion**  
utility bills annually

**65%** of world-wide chocolate annual  
production (**2.2 million** tons)

Production of **4 million**  
tons of chemicals per day

# SAP's Global R&D Organization



## Development Labs

- Bulgaria
- Canada
- China
- Germany
- France
- Hungary
- Ireland
- India
- Israel
- United States

## Research Centers

- Australia
- Canada
- China
- France
- Germany
- Great Britain
- Korea
- South Africa
- Switzerland
- United States

## Co-Innovation Labs

- India
- Japan
- United States

...SAP founders decided to build an ERP system, which is

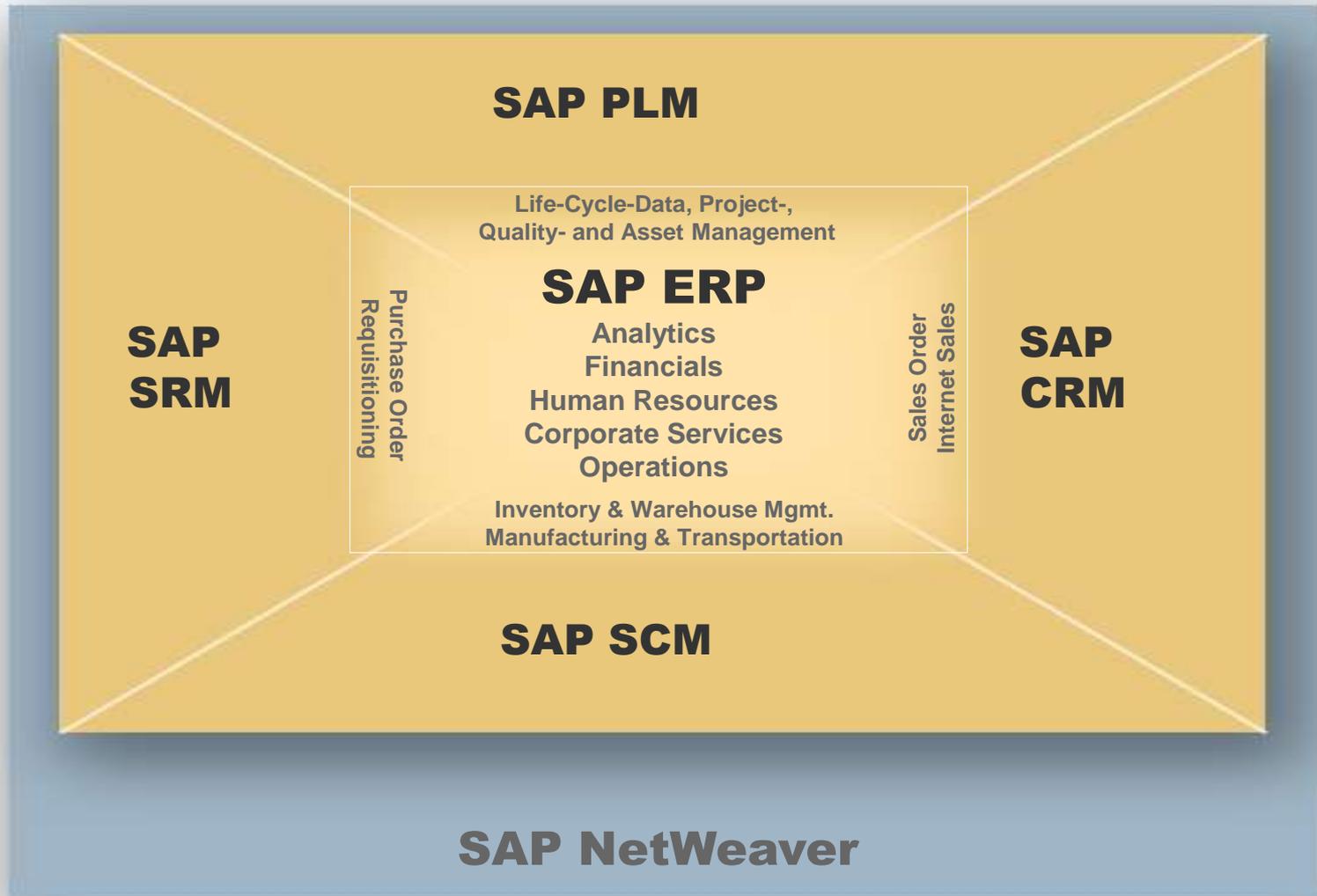
- integrated
- real-time
- standard software

That was the **R/1** system. (R stays for Real-time)

The first generation software, called **R/2**, was built on mainframe environment to support real-time business processes for enterprises.



The second generation SAP **R/3** system runs on a (well known) multi-tier client-server architecture.



# Analytics / Business Intelligence

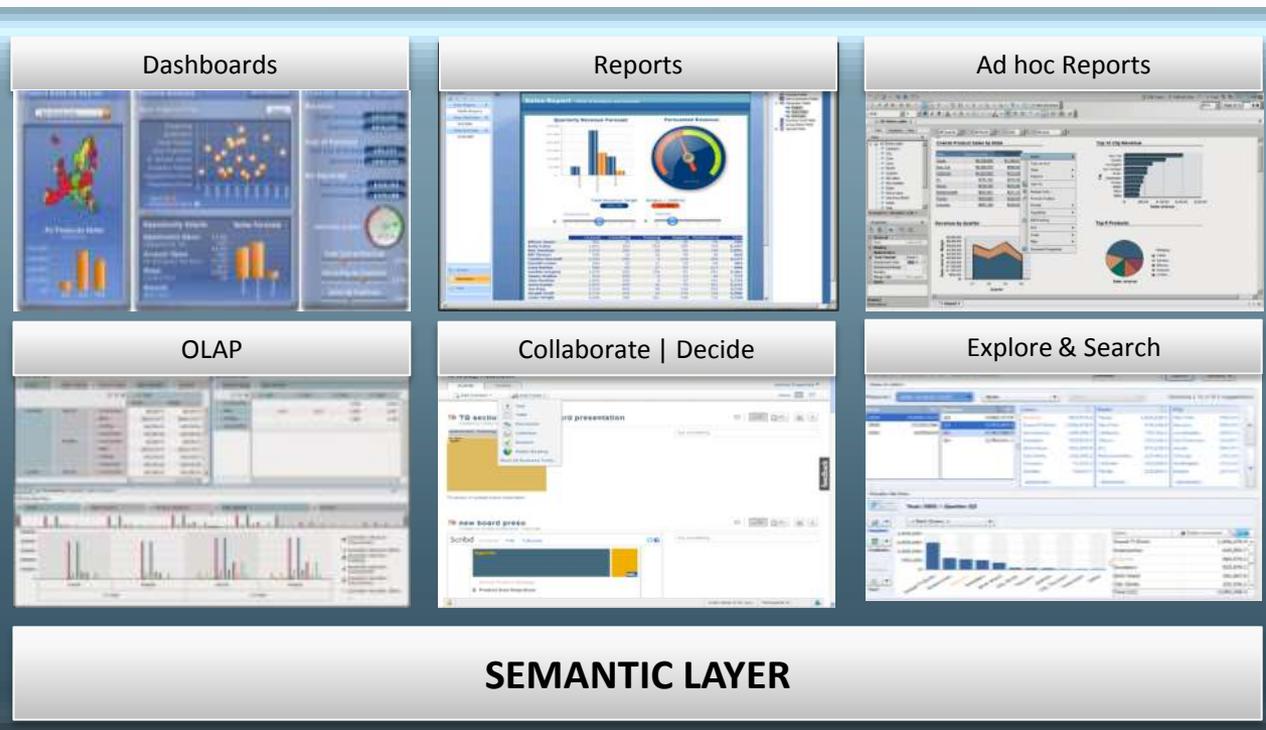
## Current Solution Overview



- Industry's number one and broadest portfolio of Business Intelligence tools with 25% market share, twice the share of our nearest competitor – commanding position in ad hoc reports
- Leading end-user interface and modern visualization tools
- World's richest Semantic Layer as evidenced by market position: more than 45,000 customers and 800 OEM partners,

### Analytics | Language of Business – Major Offerings Today

### SAP Magic Quadrant Rankings



# Complete Portfolio Covering Every Employee in Every Industry in Every Company



→ User Adaptation

Duet / Alloy / Portal / Mobile

→ Flexibility  
Extensibility

BPM – Composite Applications

→ Business  
Insights

SAP BusinessObjects Portfolio  
Business Intelligence – Information Management – EPM – GRC

→ Industry Core  
Processes

Industry Specific Extensions

→ Horizontal Core  
Processes

SAP Business  
Suite

OnDemand  
Extensions

SAP  
Business  
All-in-One

SAP  
Business  
ByDesign

SAP  
Business  
One

→ Integration

Legacy

SAP NetWeaver – PI – MDM – LCM

**Large**  
Companies

**Midsize**  
Companies

**Small**  
Co.s



**CHANGE  
AHEAD**



# A New Reality

Simplify. Innovate. Evolve.

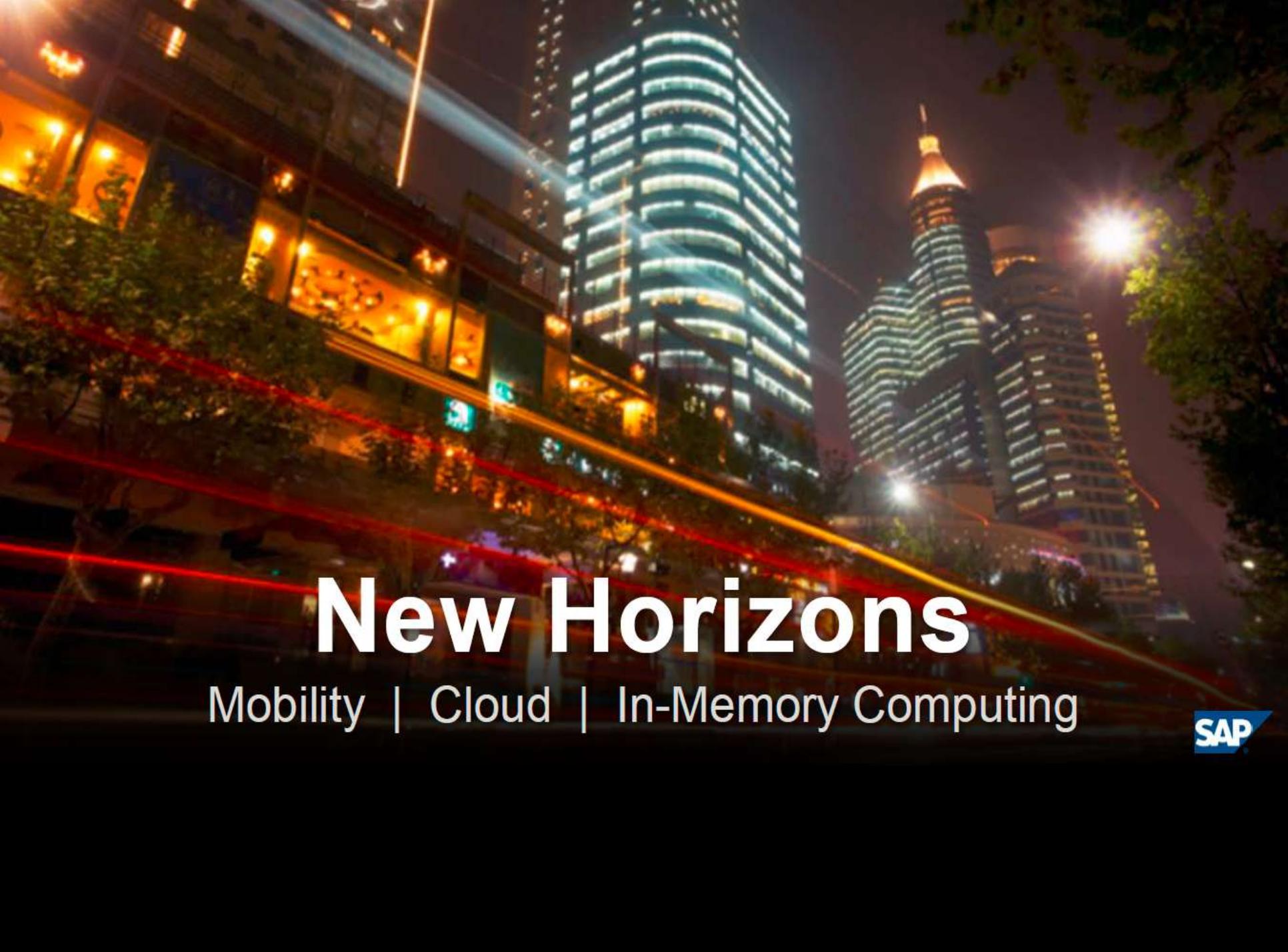
SAP

An aerial night view of a city skyline, likely Shanghai, featuring the Oriental Pearl Tower on the right. The city lights are visible against a dark blue sky with some clouds. The text is overlaid on the lower half of the image.

# The Era of AND

Evolution AND New Horizons

SAP

A nighttime cityscape featuring several illuminated skyscrapers. The central building is a prominent, curved tower with horizontal light bands. To its right, another tall building with a pointed top is lit up. The foreground shows a street with light trails from traffic, including a bright red line and a yellow line. The overall scene is vibrant and modern.

# New Horizons

Mobility | Cloud | In-Memory Computing

SAP

# FLEXIBLE

On Premise, On Demand, On Device



# SAP Product Strategy

Provide Instant Value to People Everywhere



ORCHESTRATION

## On DEVICE

Collaboration



Analytics



Mobile



SAP Differentiator  
Our pieces  
fit together

- All devices
- All user experiences
- Easy to extend

## On DEMAND

LoB on Demand



SAP Business  
ByDesign



- Instant value
- LOB or Suite
- Integrated to On Premise

## On PREMISE

SAP Business Suite 7



- SOA enabled
- Best practice packages
- Non-disruptive enhancements

Technology Foundation

- Platform
- InMemory Computing

# Our Vision: Solutions Built for Networks Bridging the Process & Community Worlds



## COMMUNITY



XING

flickr

- Social networks
- Unstructured information
- Collaboration
- ...

LinkedIn

twitter

facebook



**next  
generation  
users**



- Compliance
- Stability
- Security
- ...



## PROCESS WORLD

# The Power of In-Memory Computing

## WHAT IF YOU COULD

**drastically reduce costs** by having real-time price information from different vendors included in the creation of a purchase order?

**answer within split seconds** where medications of a bad batch are stored in a heterogeneous supply chain?

**simulate the effects**, during a meeting, of short campaigns in active pharmaceutical ingredients' (APIs) production on overall supply chain costs?

# Comprehensive On Demand Portfolio

Seamlessly Integrated For a Hybrid World



## Companies



SAP Business  
ByDesign

SAP Business  
ByDesign for  
*Subsidiaries*

ByD based  
Partner  
Solutions

## Departments



Sales  
OnDemand

Career  
OnDemand

Carbon Impact

Travel  
OnDemand

Sourcing  
OnDemand

## People



BI  
On Demand

SAP  
StreamWork



## Sales OnDemand

- Designed around how people work
- Customer co-innovation in design & development
- Extends value of SAP Business Suite
- Ramp-up in Q1 2011

There Are More Mobile Phones Than  
Toothbrushes (5B vs 2.2B)



# What Does This Mean?

## MOBILITY

is the new edge we will use to connect to our world – the next desktop

And

## Opportunity

A great opportunity to help our customers coordinate business networks

# Two Stages of Mobile

## Mobile 1.0



**Extend** the enterprise

## Mobile 2.0



**Transform** the enterprise

# MY WORK

MY HEALTH   MY RESPONSIBILITIES   MY NETWORK



# MY NETWORK



- ▶ ALERTS
- ▶ KRIs
- ▶ KPIS
- ▶ MY PROJECTS

- ▼ MY TEAM
  - Keisha Buckman
  - Keisha Harari
  - Agrata Chatura
  - Sharon Koehn
  - Rachel Barker
- ▶ MY NETWORK
- ▼ MY INFORMATION
  - Email
  - Competitive
  - Trends
  - Search

# MY MARKETPLACE



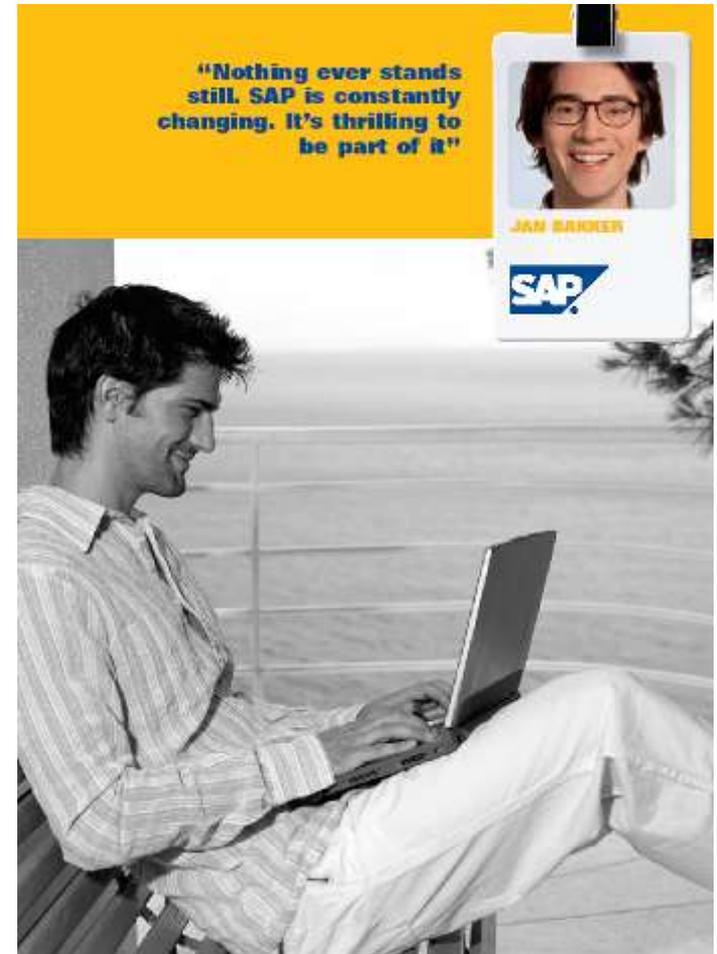
# Our Strategy

- PEOPLE
- INNOVATION
- EXPERTISE
- ECOSYSTEM



## ...Recruits Out-of-the-Ordinary People

- We hire self-motivated individuals not afraid of taking initiative
  - Employees are responsible for...
    - Achieving individual goals
    - Enhancing skills
    - Developing a career
  - We ask a lot of our employees, but we also give a lot in return:
    - Exceptional benefits
    - Knowledge, tools, and resources
    - Challenging projects with global customers
- ➔ **The opportunity to make a name for yourself!**





we're  
hiring!!!



# SAP Labs Hungary Gyakornoki Program



Jelentkezés: [Diana.Nagy@sap.com](mailto:Diana.Nagy@sap.com)



**THANK YOU**