

# 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

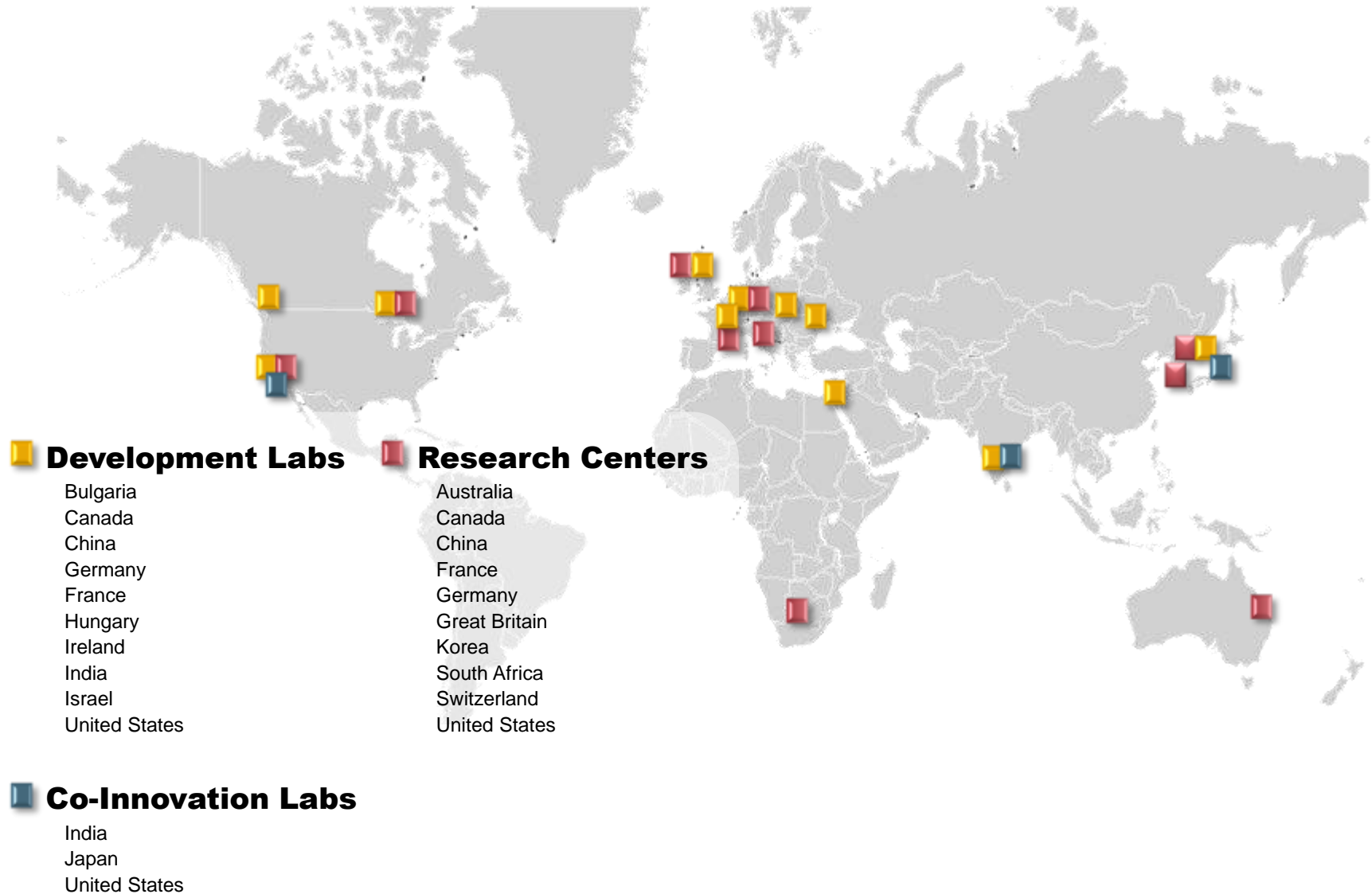
**54 million**  
annual health-care  
patient visits (US Only)

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



# 39 Years ago...



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

- integrated
- real-time
- standard software

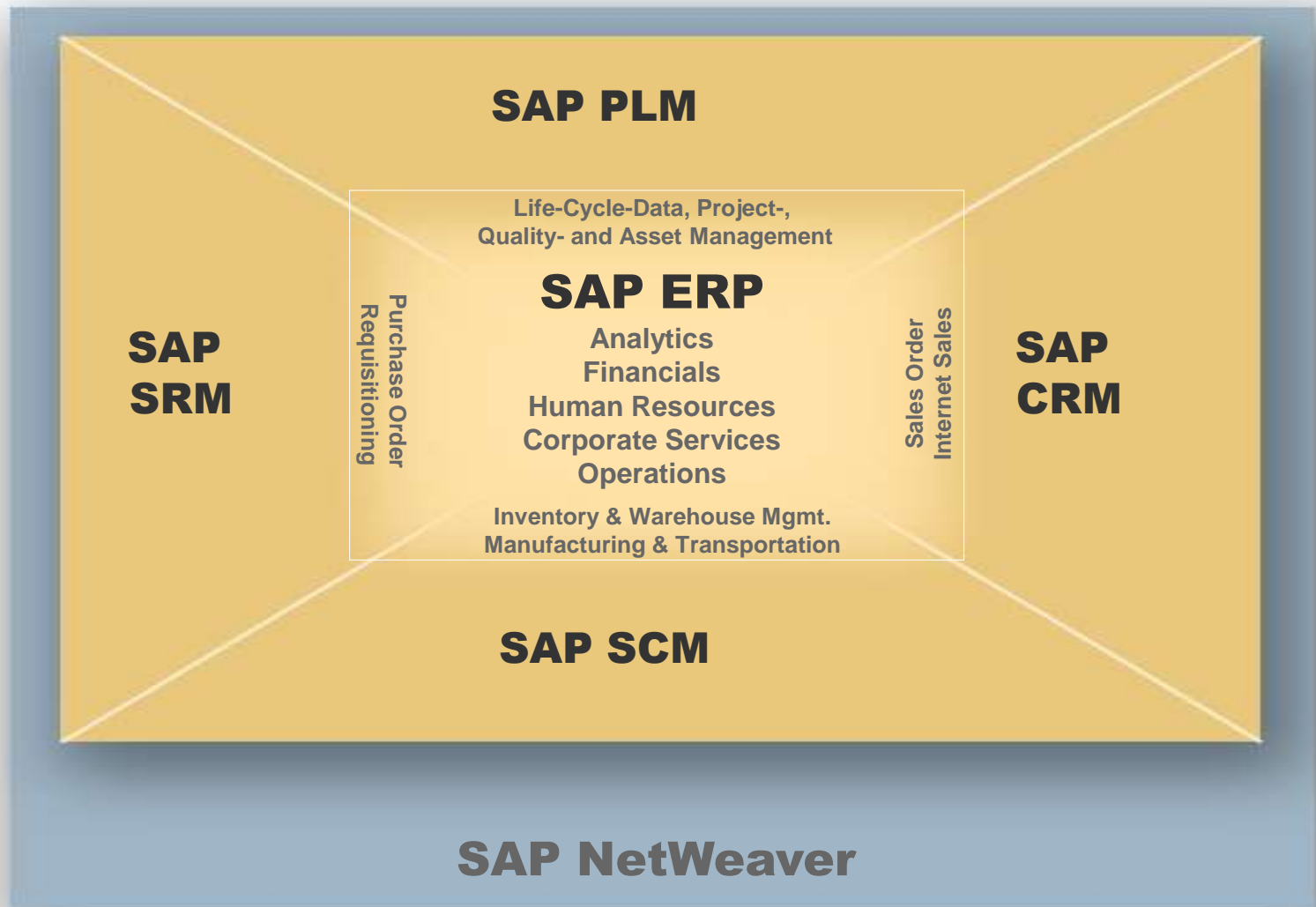
That was the **R/1** system. (R stays for Real-time)

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

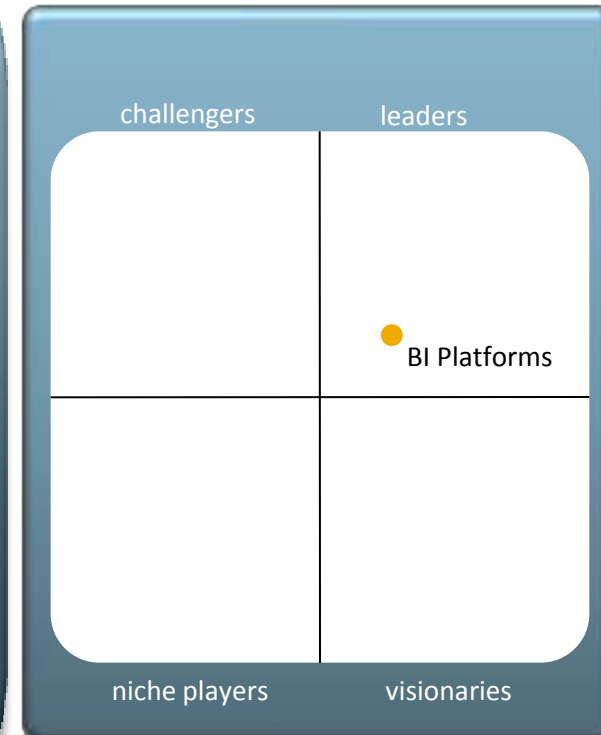
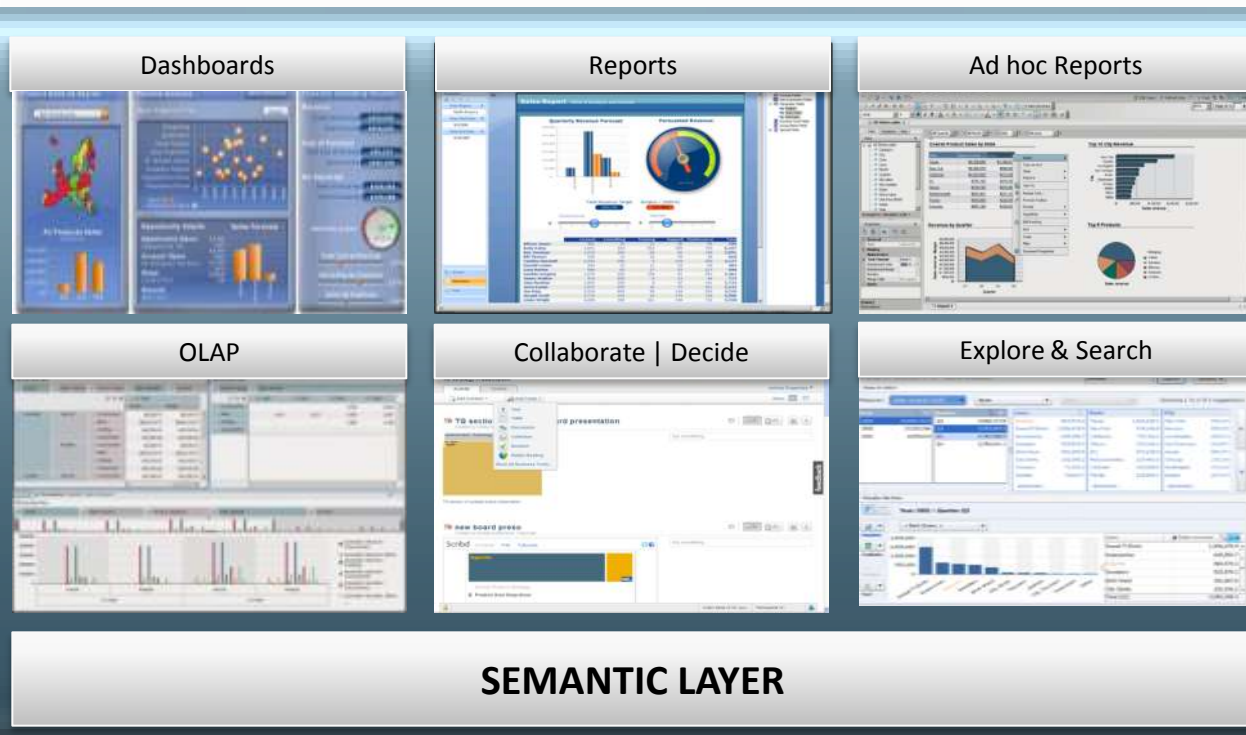
## Current Solution Overview



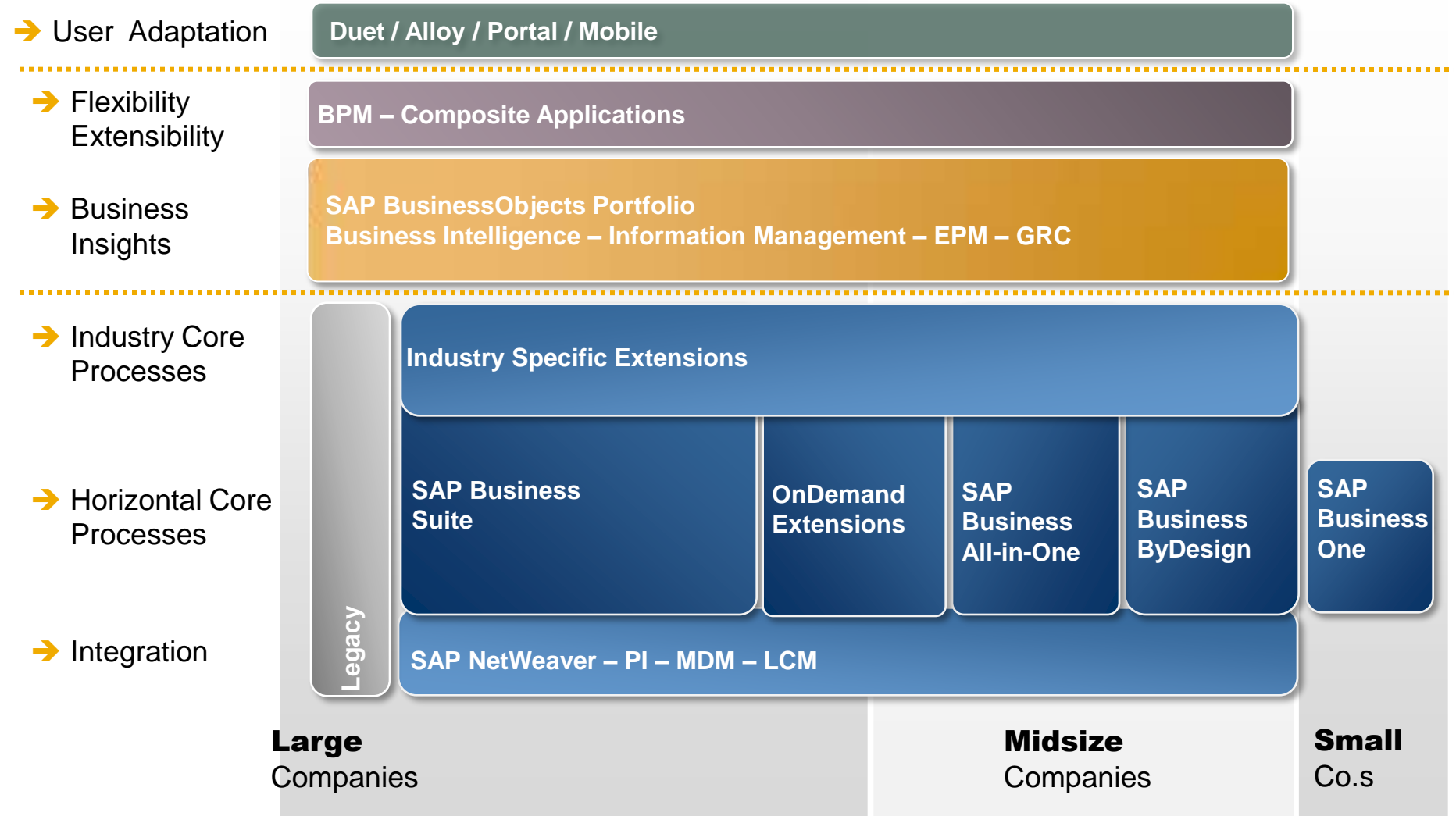
- Industry's number one and broadest portfolio of Business Intelligence tools with 25% market share, twice the share of our nearest competitor – commanding position in ad hoc reports
- Leading end-user interface and modern visualization tools
- World's richest Semantic Layer as evidenced by market position: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







A dark blue world map with glowing yellow and orange lights representing city lights and urban areas. The lights are concentrated in North America, Europe, and East Asia, with some scattered lights in South America, Africa, and Australia. The map is centered on the Atlantic Ocean.

# 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 is illuminated with various lights, and the sky is a mix of dark blue and orange from the setting or rising sun. The text "The Era of AND" is overlaid in large white letters.

# The Era of AND

Evolution AND New Horizons



A nighttime photograph of a city street with tall buildings and light trails from traffic. The buildings are illuminated with various lights, and the street is filled with light trails from cars and streetlights. The overall scene is vibrant and modern.

# New Horizons

Mobility | Cloud | In-Memory Computing



# 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

LinkedIn

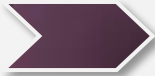
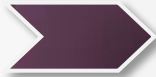
twitter

facebook

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



**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

# SAP Line Of Business On Demand Solutions



## 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 HEALTH MY RESPONSIBILITIES MY NETWORK

# MY WORK



ACQUIRE MATERIALS & SERVICES COLLECT ACTUAL COST MODELING MONITOR PROGRESS AND CONTROL BUDGET PERIOD-END CLOSING

# MY NETWORK



# MY MARKETPLACE



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

#### ▼ MY TEAM

Paula Buckman  
Keisha Harari  
Agneta Chatura  
Dorion Kucha  
Rachel Barker

#### ▶ MY NETWORK

#### ▼ MY INFORMATION

Email  
Competitive  
Trends  
Search

# Our Strategy

- PEOPLE
- INNOVATION
- EXPERTISE
- ECOSYSTEM



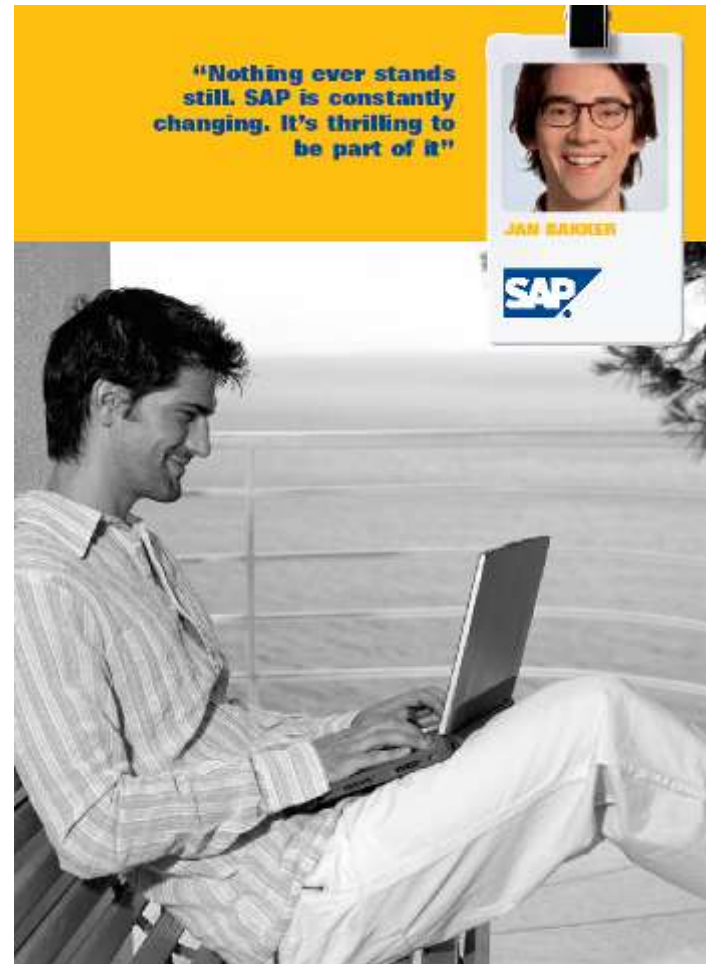


# An Out-of-the-Ordinary Company...



## ...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!**





# SAP Labs Hungary Gyakornoki Program



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





**THANK YOU**