

Vállalatirányítási rendszerek és felhasználásuk SAP megoldások, jövőképek és a fejlődés iránya

Ferenc Fücsök / SAP Labs Hungary

March 20, 2012



Agenda

- Introduction
- History & evolution
- SAP solutions
- Development strategy



Introduction

ERP - definition

Enterprise resource planning (ERP) systems integrate internal and external management information across an entire organization, embracing **finance/accounting, manufacturing, sales and service, customer relationship management, etc.**

ERP systems automate this activity with an integrated software application.

Their **purpose is to facilitate the flow of information** between all business functions inside the boundaries of the organization and manage the connections to outside stakeholders.



ERP systems can run on a variety of computer hardware and network configurations, typically employing a database as a repository for information.

Introducing SAP

Est. 1972, HQ in Walldorf, Germany

> 170,000 customers, 120+ countries


\$12.46B revenue in 2010

75% of the Fortune Global 1,000


> 15,000 developers

Go to market across 25 industries



A group of people are gathered around a table outdoors, clinking large beer mugs. The mugs are filled with golden beer and have a thick head of white foam. The background is slightly blurred, showing green foliage and a bright, sunny day. The text is overlaid on the left side of the image.

Our customers
produce more than
72% of the world's
beer.



Our customers
produce more than
70% of the world's
chocolate.

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



History & evolution

30 Years ago...

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

- integrated
- real-time
- standard software

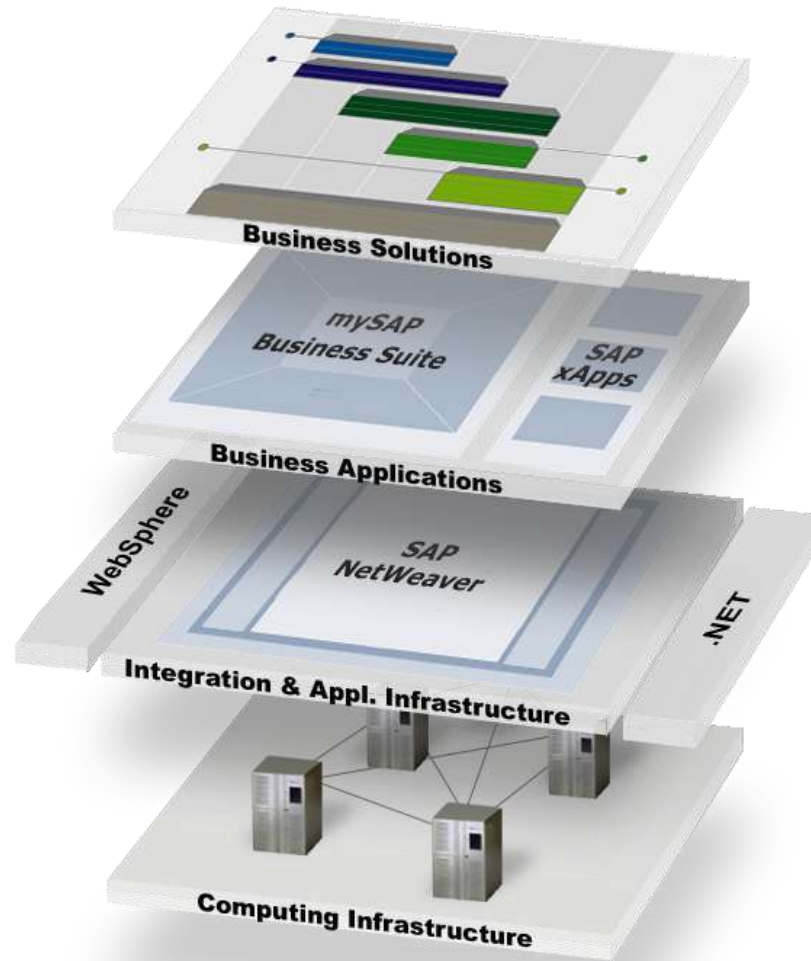
That was the **R/1** system. (R stays for Real-time)

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

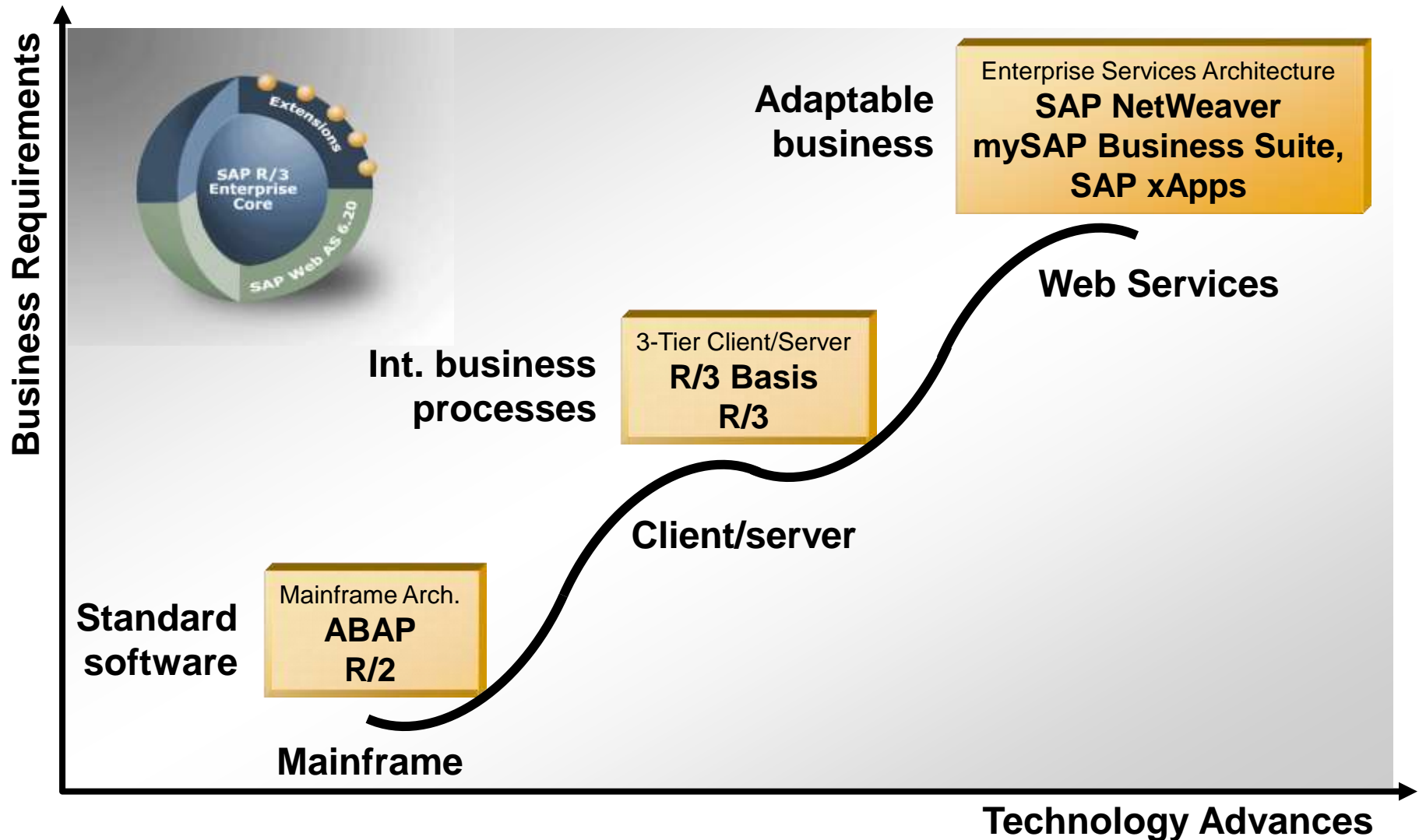


The second generation SAP **R/3** system runs on a (well known) multi-tier client-server architecture.

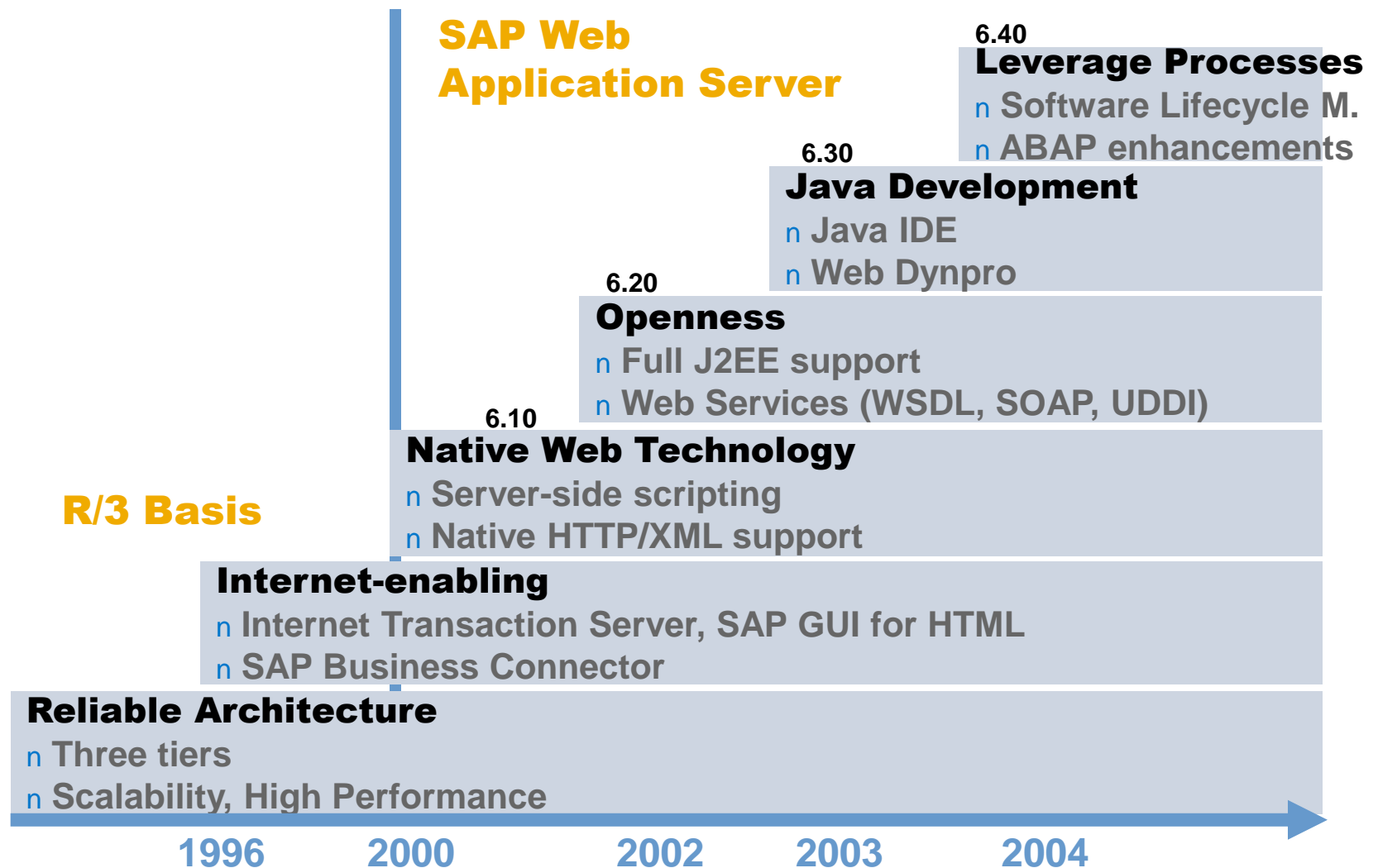
The Overall Picture



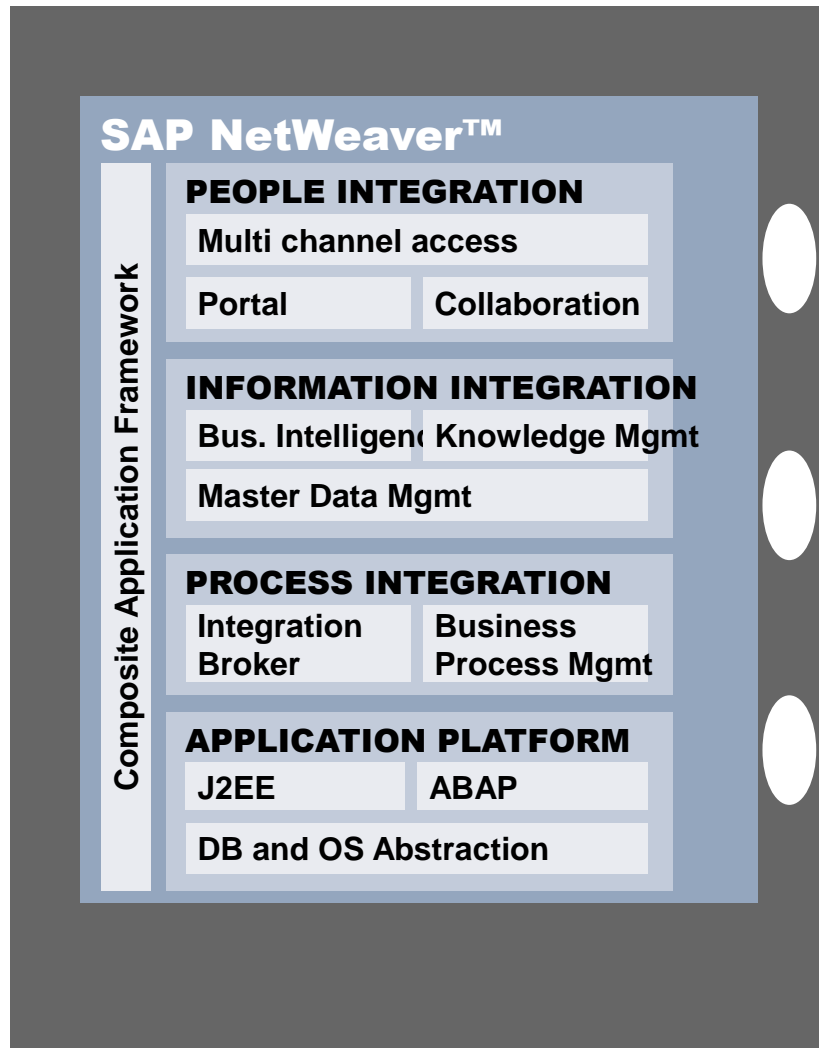
Generations of SAP Systems



SAP's Web Application Server has evolved from R/3's Basis technology



SAP NetWeaver Components





SAP solutions

Overview SME Strategy

Focused solutions for different requirements in the SME Market



- **SAP Business One:** easy to use, flexible and affordable business management solution for Small Enterprises
- **SAP Business ByDesign:** the most complete, adaptable on-demand business solution for mid sized companies
- **SAP Business All-in-One:** delivering functional depth and broad set of industry capabilities

SAP Business One

A single integrated solution to manage their entire business

For **small businesses** who have outgrown their packaged accounting-only solutions

- 10 - 100 employees
- On-premise/hosted deployment
- Traditional licensing
- Go live in 2 - 6 weeks
- General business functionality
- 500 add-on solutions,
- Available in 20 languages and 40 country-specific versions

SAP Business ByDesign

The best of SAP, delivered on-demand

For **companies** who need business software but **don't want** to support **a large IT backbone**

- 100 to 500 employees
- On demand deployment
- Monthly subscription
- Go live in 4 - 8 weeks
- Rich business functionality
- 50 partner solutions
- Available in 4 languages and 6 countries

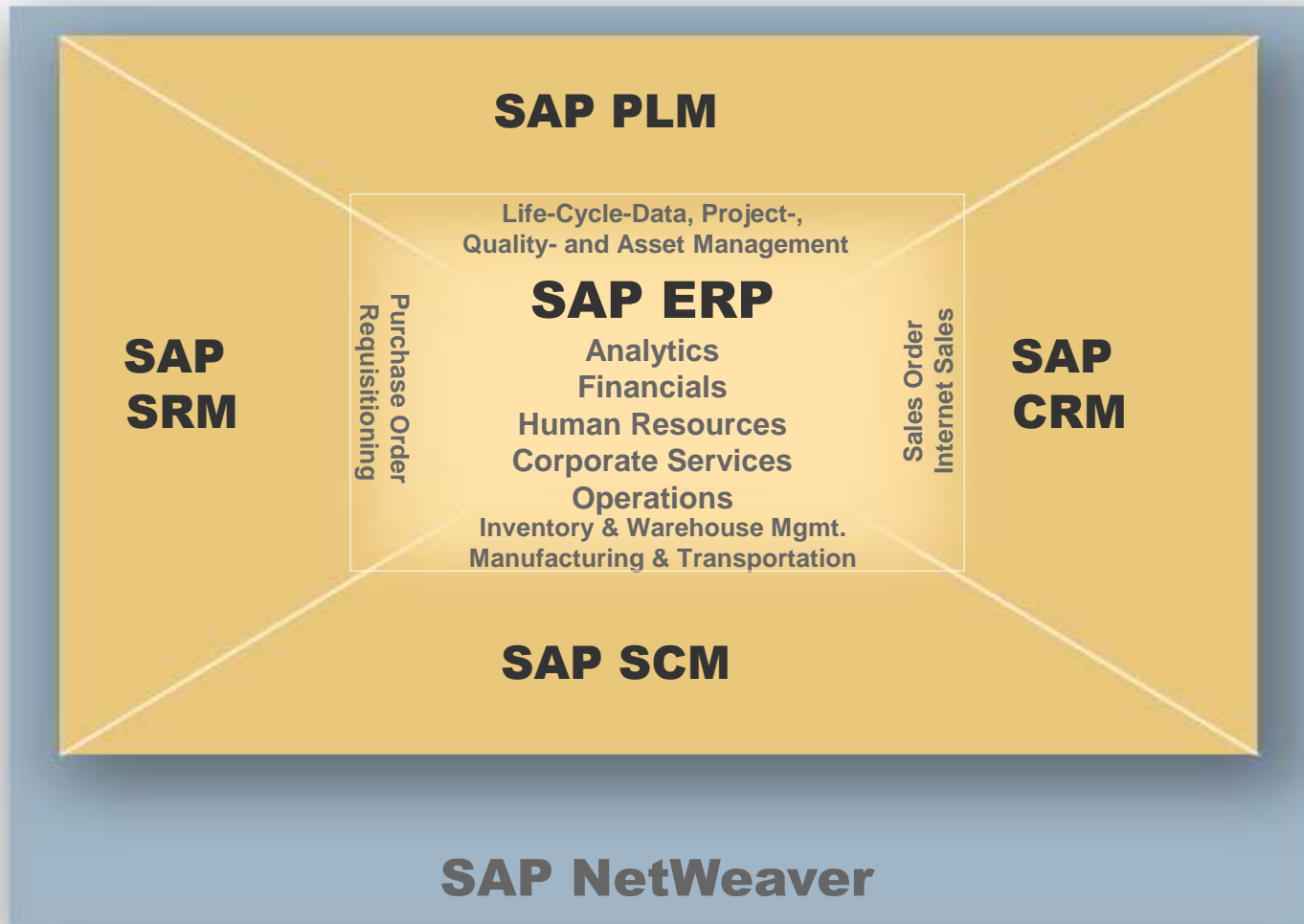
SAP Business All-in-One

A comprehensive, integrated industry solution to power your business end-to-end

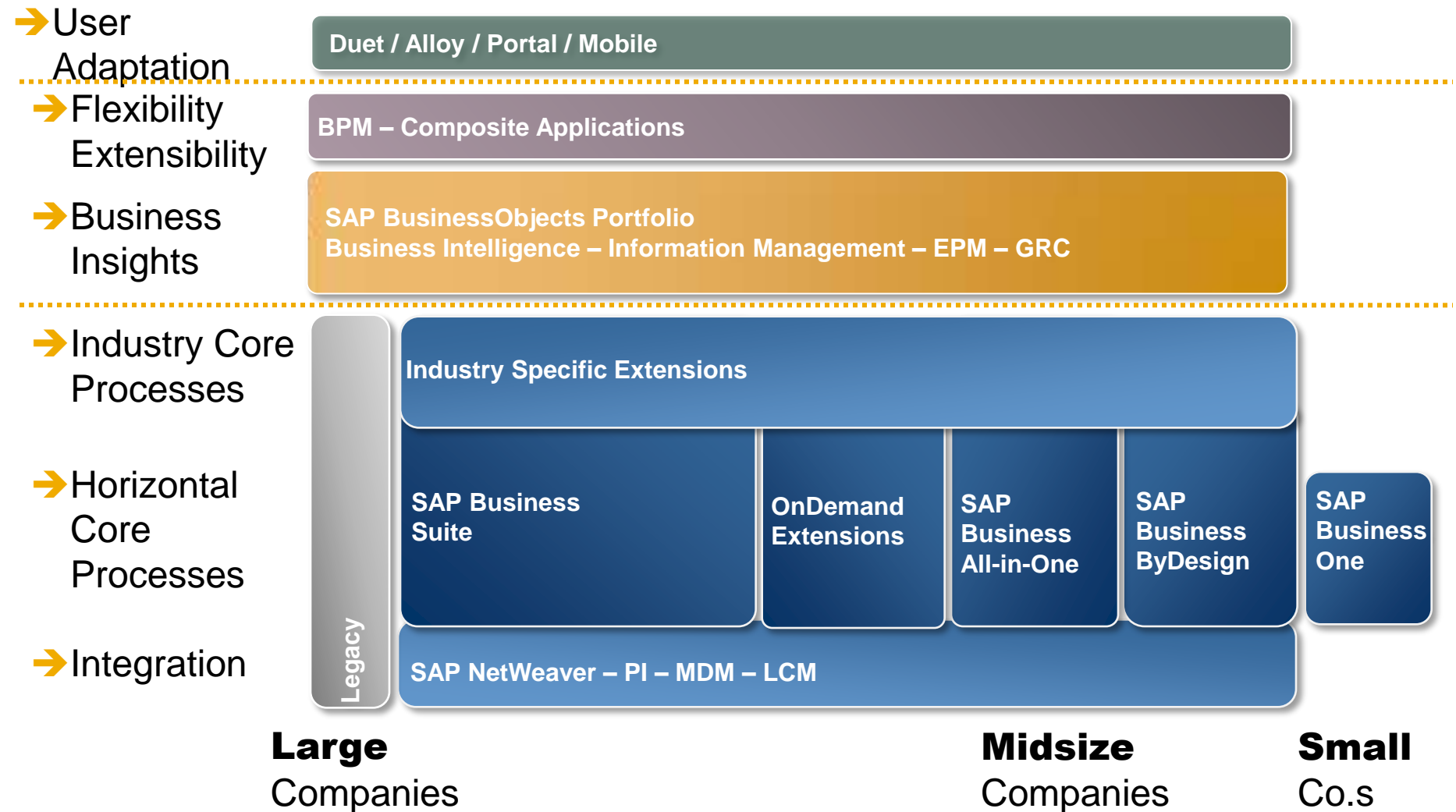
For **midsize companies** with **industry needs** that want a scalable foundation

- 100 - 2,500 employees
- On-premise/hosted deployment
- Traditional licensing and monthly subscription
- Go live in 8 - 16 weeks
- Broad, deep, packaged functions
- 770 industry-specific solutions
- Available in 25 languages and 52 countries

SAP Business Suite



Complete Portfolio Covering Every Employee in Every Industry in Every Company



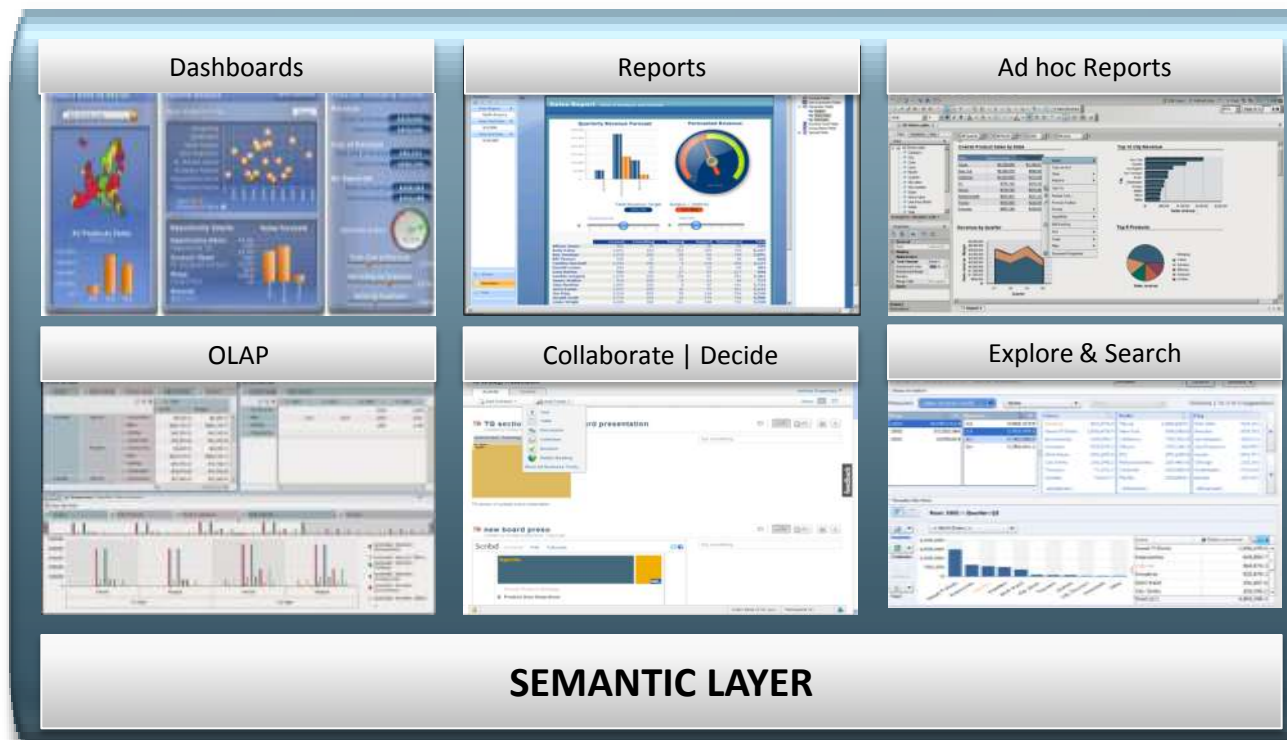
Analytics / Business Intelligence

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

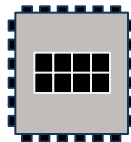
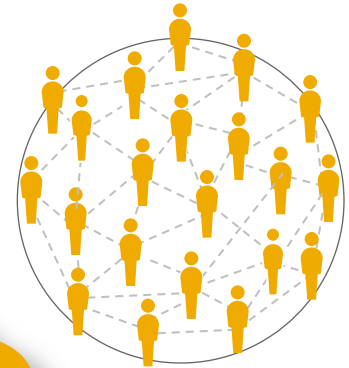




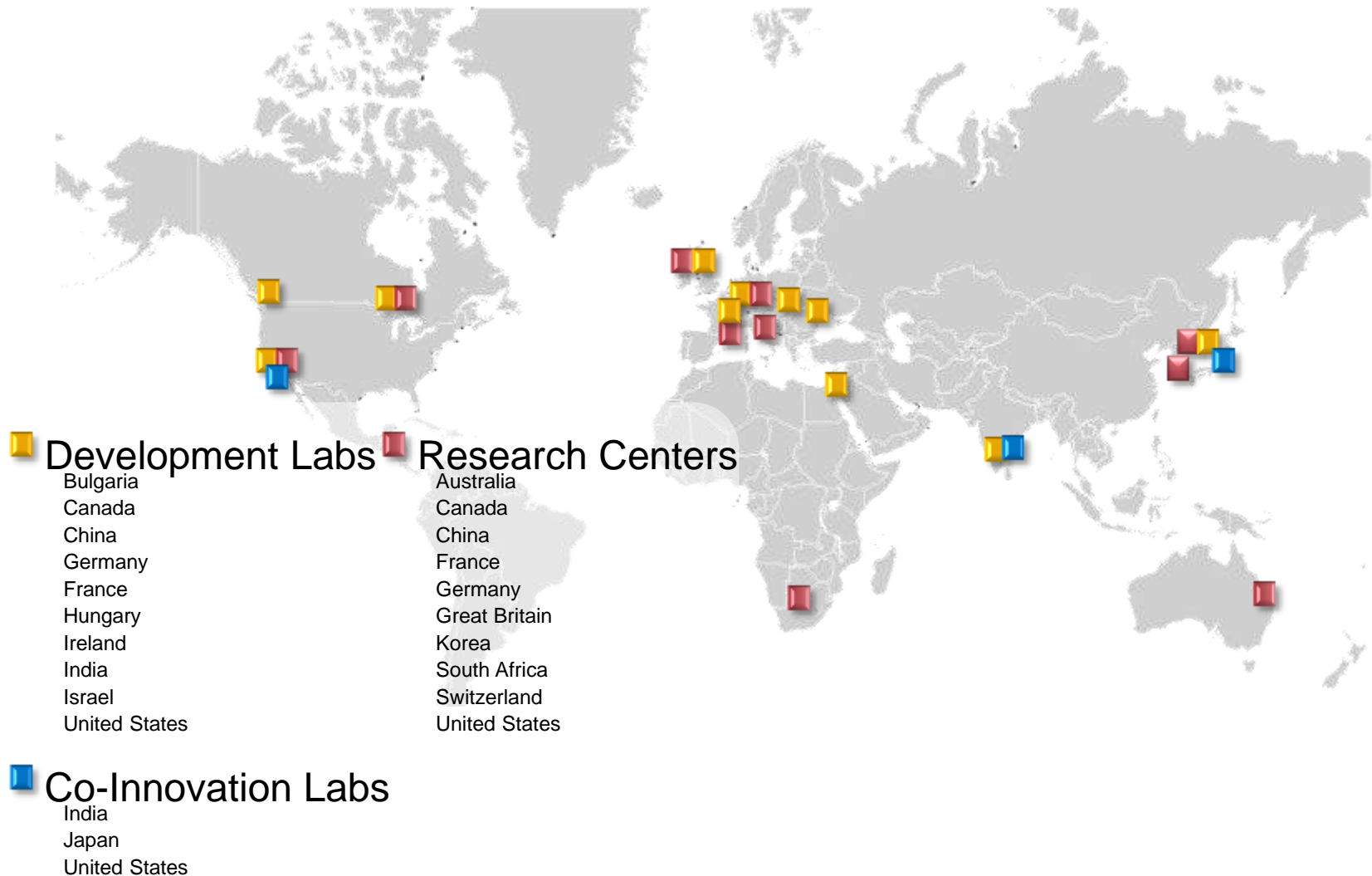
Development strategy

SAP Product Strategy

- On premise / on demand / on device
- Bridging the Process & Community Worlds
- Cloud computing / virtualization
- In memory computing



SAP's Global R&D Organization



Development strategy

On premise / on demand / on device



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



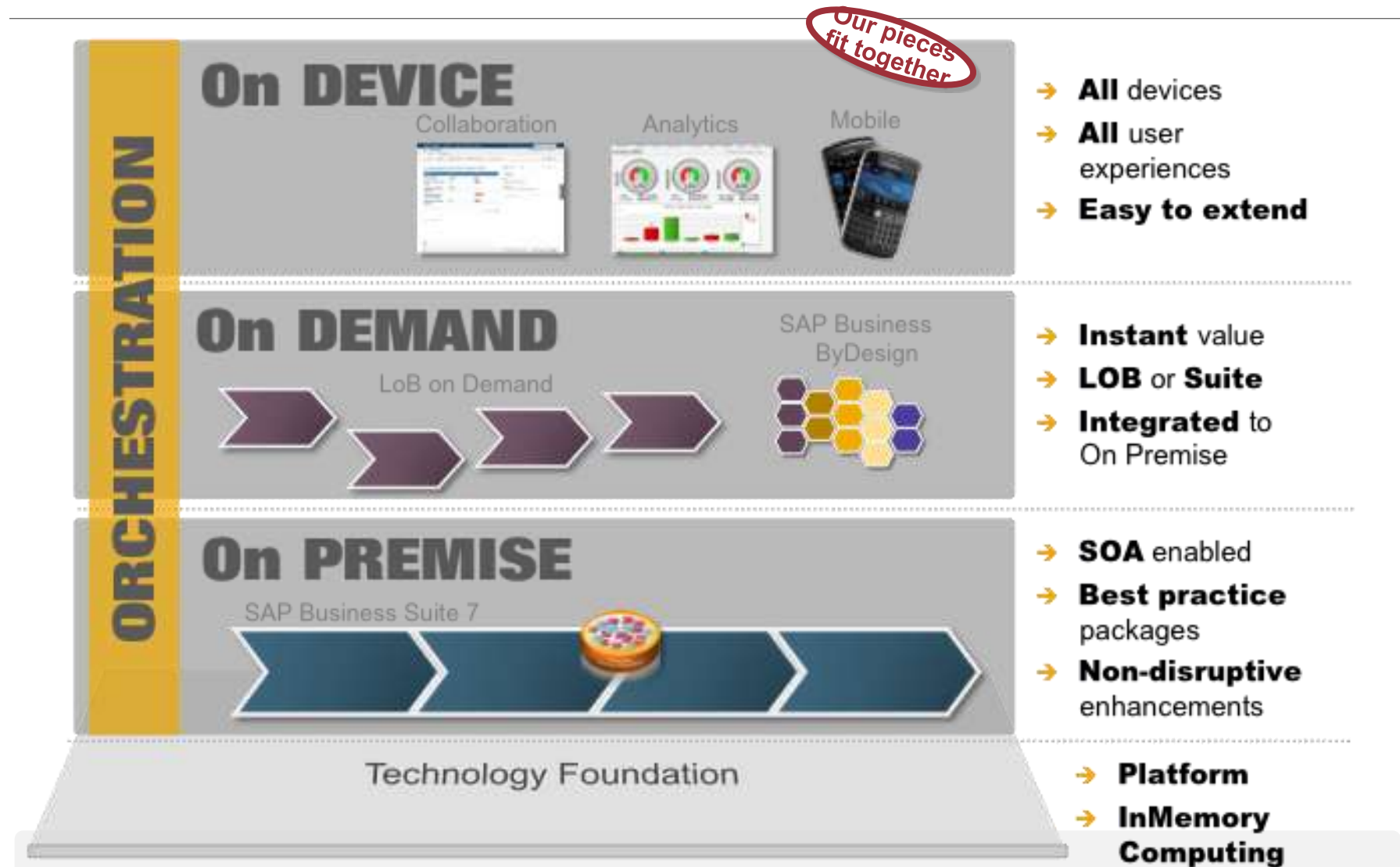
FLEXIBLE

On Premise, On Demand, On Device



SAP Product Strategy

Provide Instant Value to People Everywhere



Comprehensive On-Demand Solution Portfolio

Suite On-Demand



**SAP Business
ByDesign**

**SAP
Business ByDesign
for Subsidiaries**

Partner Add-ons

Line of Business On-Demand



**SAP Sales
OnDemand**

**SAP Travel
OnDemand**

**SAP Career
OnDemand**

**SAP Social Media
OnDemand***

**SAP Carbon
Impact**

**SAP Sourcing
OnDemand**

**SAP S&OP
OnDemand**

Productivity and Collaboration On-Demand



**SAP
BusinessObjects
BI OnDemand**

**SAP
Streamwork**

*Name still be finalized

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

Development strategy

Bridging the Process & Community Worlds



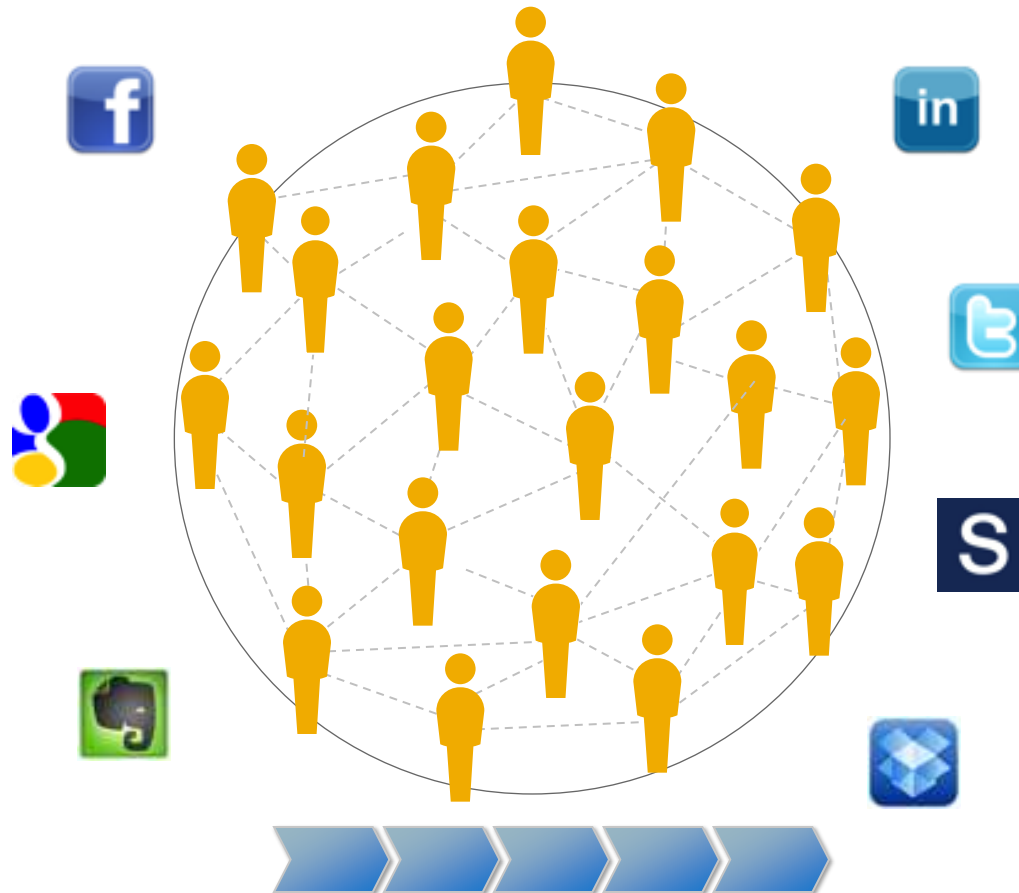
Next generation applications for the next generation users



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



Line of Business On-Demand Solutions Are People Centric



Focusing on Improving How People Work, less Controlling How
they Work

Cloud-based HCM Solutions

SAP Career OnDemand

Welcome, Andy Martin | Help |

PROFILE

Alex Bright
Developer, Design Thinker

BUSINESS CARD
Job Title: Developer
I am also: Design Thinker
[Upload a New Photo](#)
[Remove Photo](#)

CONTACT INFORMATION
Org Unit: LEOD HR DEV
Office: Palo Alto, BL 3, 2.129
Office Phone: +1990787364875
Preferred Phone: +12234456789
E-Mail: alex.bright@enterprise.com

MY WEBSITES
[in](#) [f](#) [s](#)

GOALS(5)

- Increase number of video-based product launch related assets by 30%**
We as a team are asked to create more videos which introduce our product in video format. In our team, we should think video first before starting any other marketing asset.
Due By: Dec 31, 2011
- Increase lead generation from social media to 50% of all leads**
Participate in at least three social media channels and increase the leads generated from such channels by 50%. Work closely with the corporate social media strategy team and...
Due By: Dec 31, 2011
- Build Facebook and Google+ fanpages to accelerate product launch and...**
Take first steps in experiencing social media in product launch situations. Concentrate on Facebook and Google+, sponsor two pages. The measurable aspects: ...
Due By: Dec 31, 2011
- Define new online marketing organizational blueprint**
Referring to your experience with the Facebook and Google+ fan pages, literature and online marketing blogs, create a blueprint to propose 3 concrete next steps how we in...
Due By: Dec 31, 2011
- Write best practices paper on viral marketing for B2B**
Based on your experiences with your Facebook, Google+ and social media lead generation activities, summarize your results in written format and share with the whole...
Due By: June 30, 2011

Page (3 / 9) : GOALS | Local intranet | Protected Mode: Off | 100%



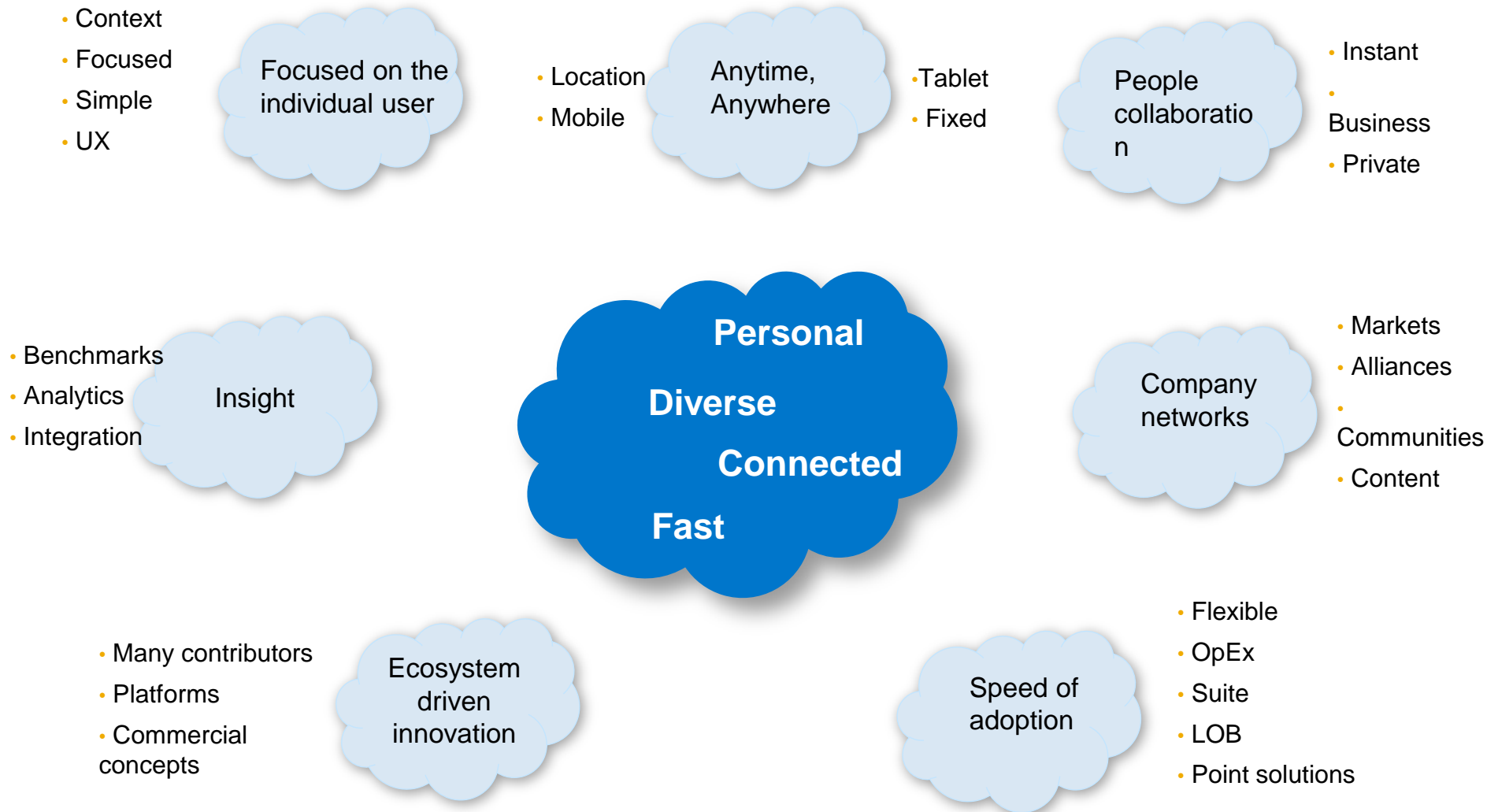
SAP Career On Demand

Development strategy

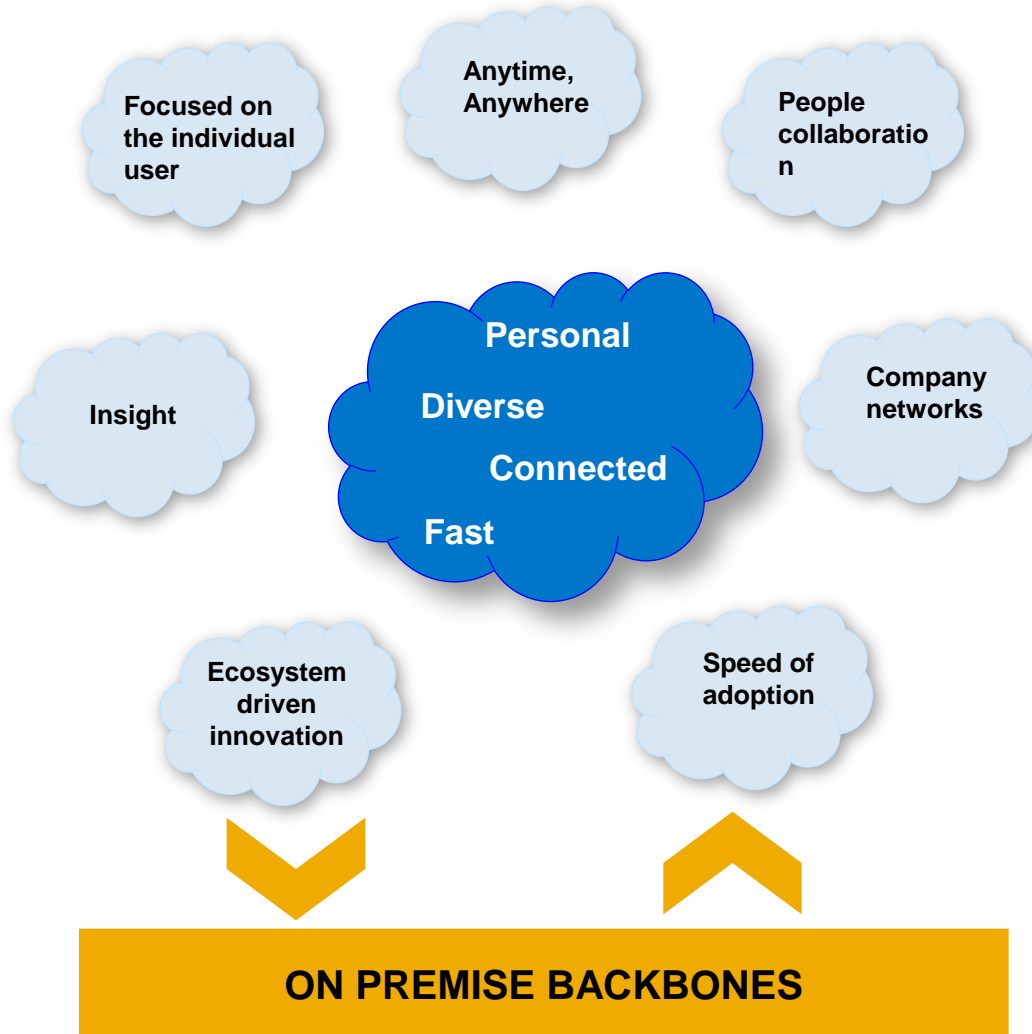
Cloud computing / virtualization



Cloud dynamics



Our customers' ask: Protect cloud dynamics and -



- Leverage **existing processes** and investment
- Meet **corporate compliance** and data privacy standards
- **Extend existing on-premise processes** with cloud extensions
- Leverage **speed of deployment** of cloud solutions to delight customer
- Ensure **compliant operations**

Customers Told Us ...

... they need to manage a transformation to virtualization and cloud infrastructure to dramatically improve ...

Growth, globalization and efficiency

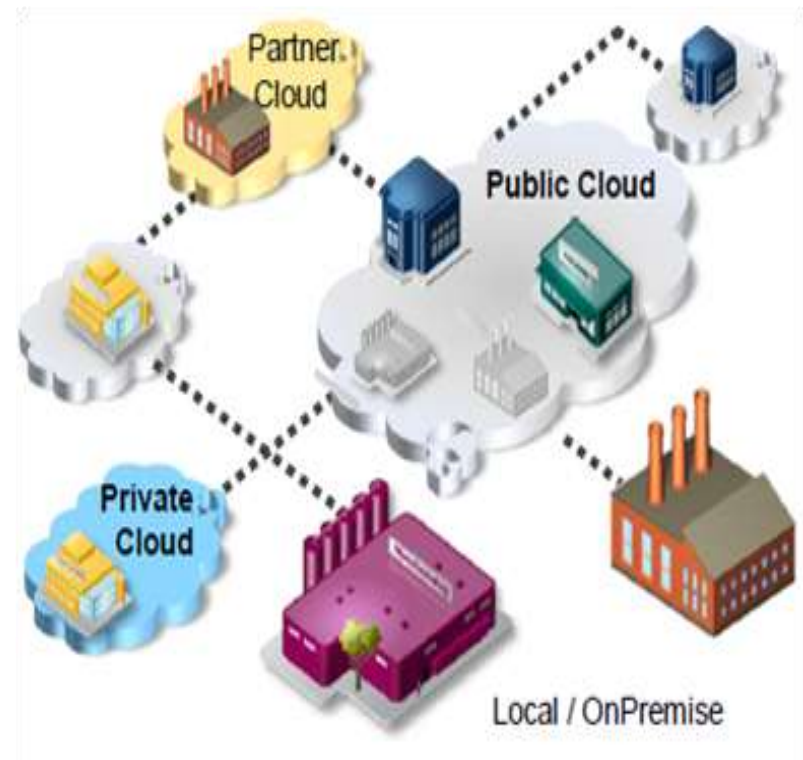
Flexibility to start small and expand

TCO and time-to-value for business users

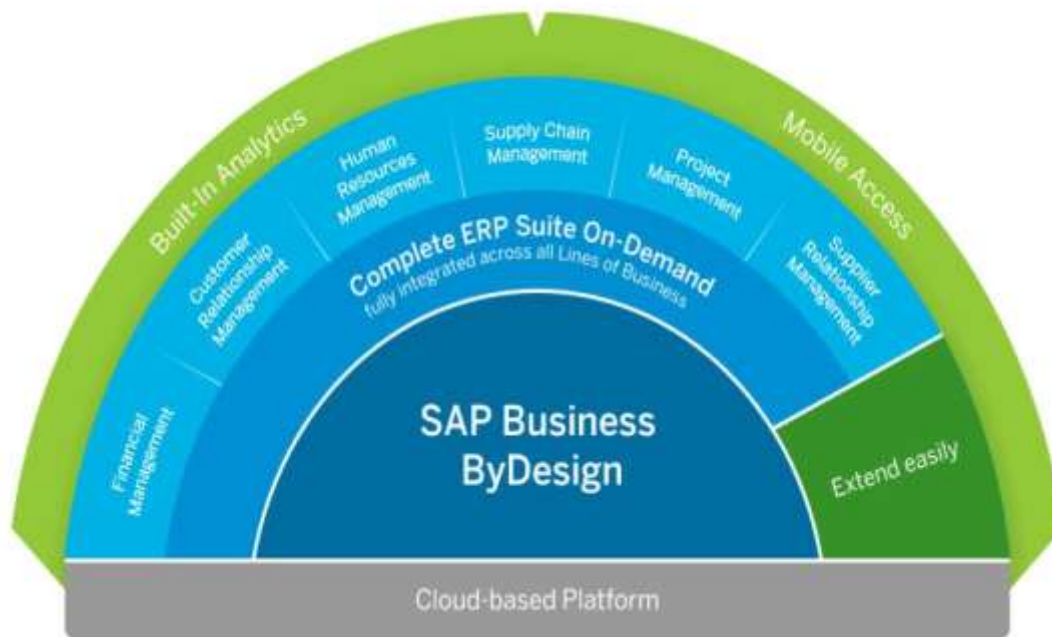
Support of business networks

Deployment choice and flexibility

- for different purposes
- from both public and private clouds
- integrated with on-premise solutions



SAP Business ByDesign – cloud based Business Suite



- **Complete** business suite in the cloud
- Strong **momentum** – approaching 1,000 customers
- Customers constantly employ more functions – process **penetration**
- **User adoption** per customer increases
- SAP Business ByDesign is moving **upmarket**



**SAP holds the
Guinness World Record
for powering the largest
data warehouse.**

SAP cloud operations and infrastructure

An advantage in cloud computing



- World-class Tier-3/4 data centers



- Highest compliance standards

ISO 27001
CERTIFIED

ISAE3402
TESTIFIED*

BS25999
CERTIFIED

- Customer data kept within the same jurisdiction (live and backup)
- Main hubs run by SAP – external data centers selected according to SAP standards

*formerly SAS 70 Type II

What Is Needed to be Successful in the Cloud?



Content



Tooling



Services

Development strategy

In memory computing



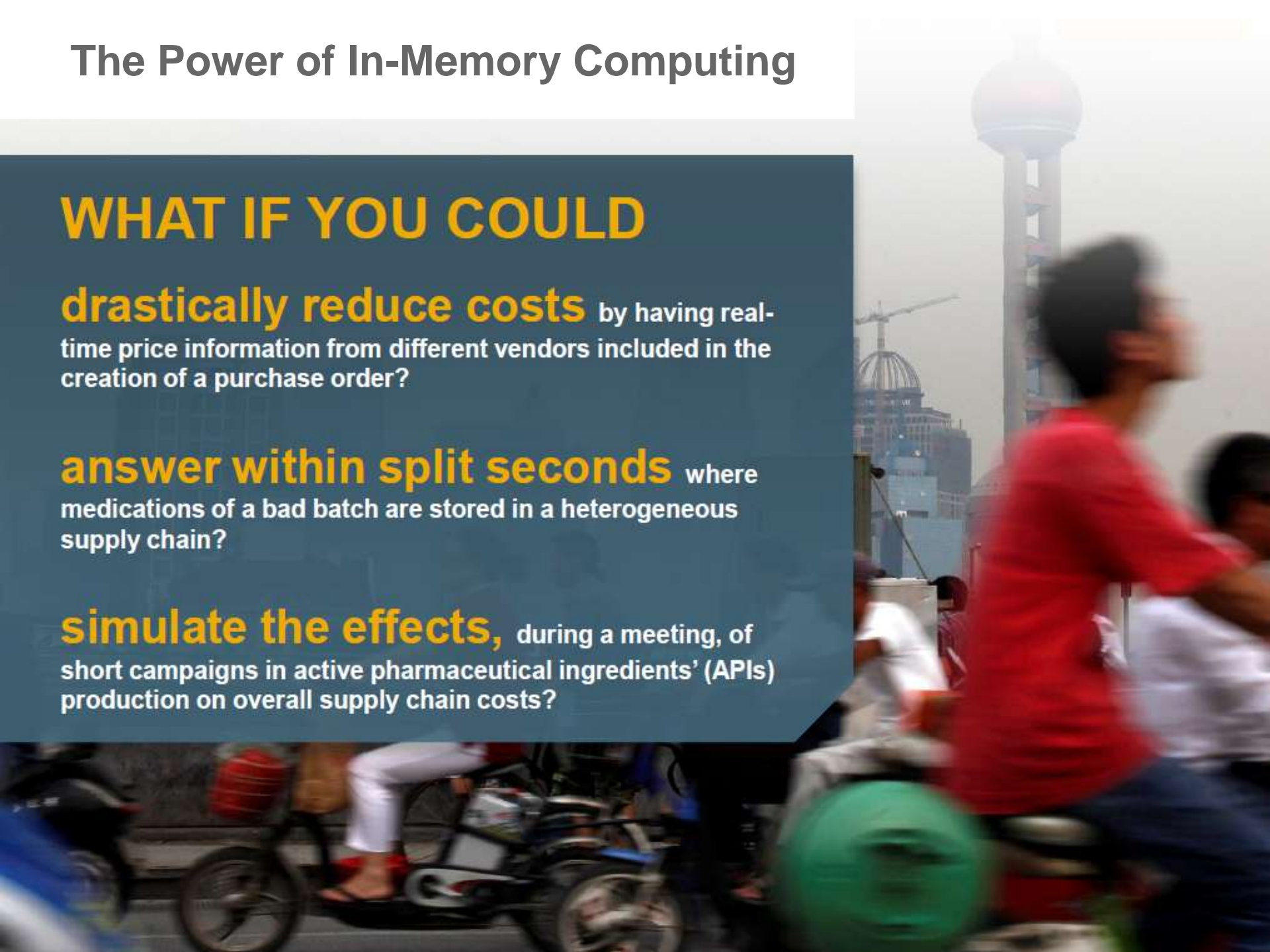
The Power of In-Memory Computing

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?



Market Needs

What we hear from customers and prospects



People

Insight, mobility, collaboration, personalization

Large Enterprises

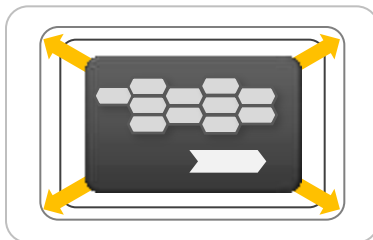
Continuous innovation at the core without disruption

New ways to streamline and improve processes in lines of business

Improve **decision making**

Improve **TCO and time-to-value**

Need to support **business networks**



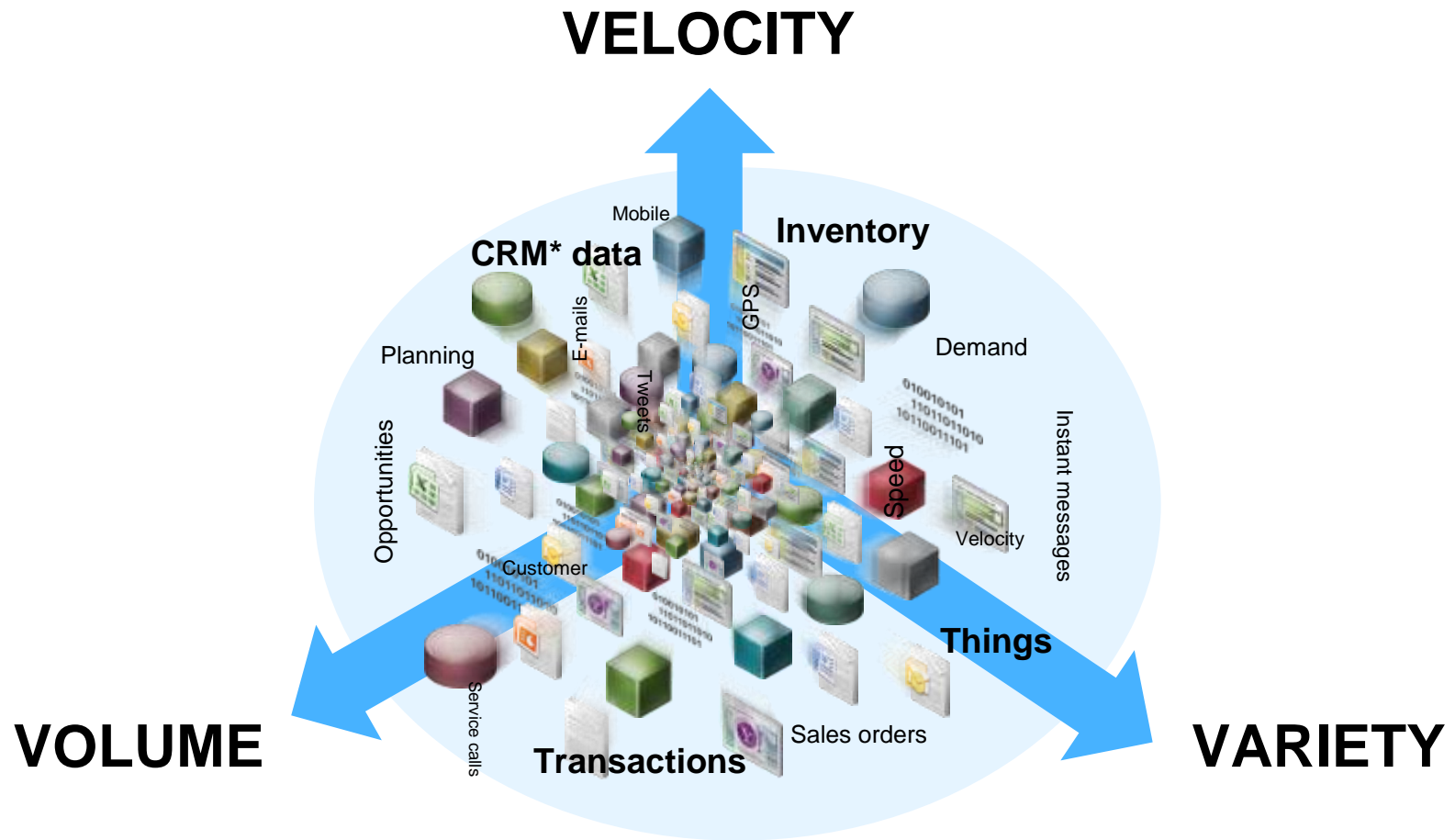
Small & Midsize Enterprises

Establish business core without CAPEX

Enable growth, globalization and efficiency

Flexibility to start small and expand

Challenges in making your business data-driven



*Customer relationship management

Three strategies for running better

Real-time insights on big data



Deliver real-time insights on massive volumes of data at any level of granularity and dimension

Complex analysis in the moment



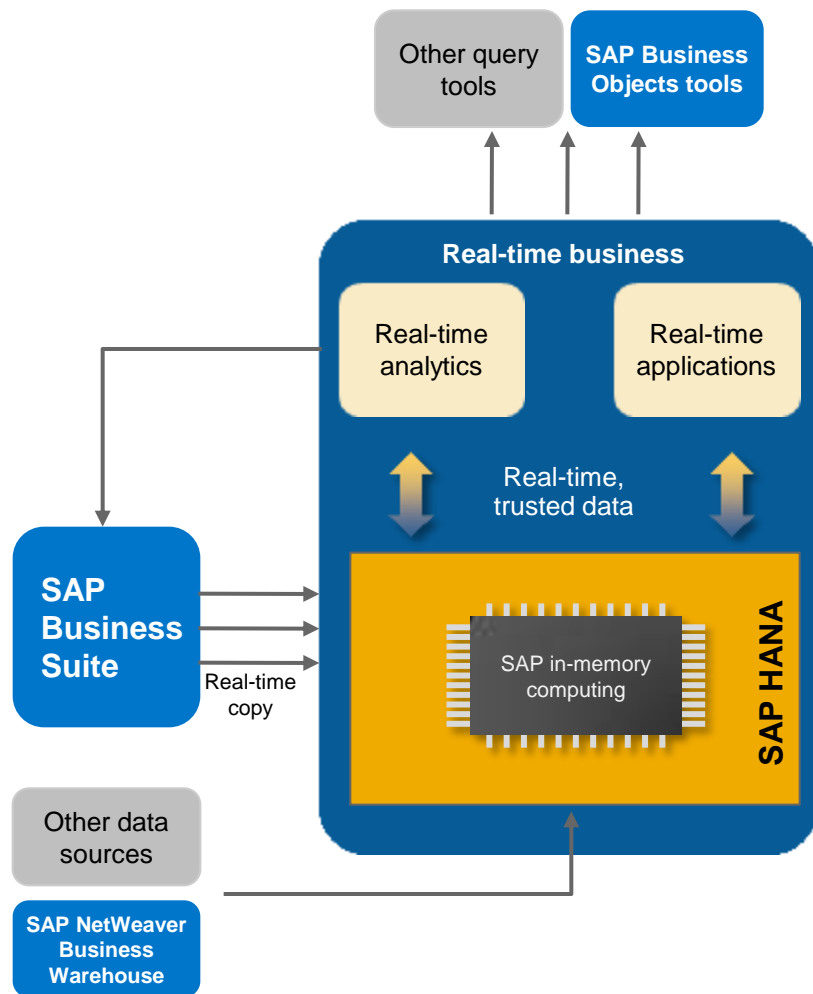
Enable state-of-the-art, interactive analysis such as simulations and predictive capabilities

Innovate the way you work



Drive rapid, sense-and-respond processes; harness big data for planning and targeted actions

A platform for innovative, real-time analytics and applications



Real-time solutions powered by SAP HANA

New accelerators and analytic content for powerful analysis and reporting on big data

New applications for highly innovative processes and business models

Benefits

Make smarter and faster decisions with complete insight on large volumes of granular data

React quickly with real-time analysis and reporting

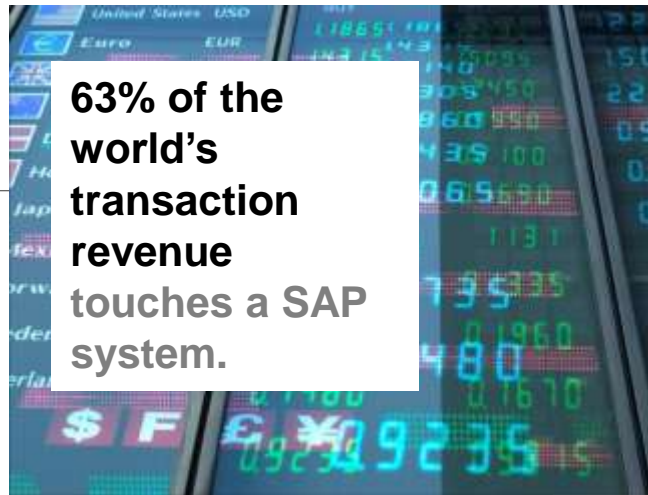
Unlock new opportunities with state-of-the-art analysis



Wrap-up

Wrap-up

SAP has global impact



SAP solutions



SAP Business One

SAP Business ByDesign

SAP Business All-in-One

Development strategy

FLEXIBLE

On Premise, On Demand, On Device





Thank You!