SAP Edge Solutions for the Midmarket
May 2016

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Agenda

Edge Solution Overview

Business Intelligence

Predictive Analytics

Enterprise Performance Management
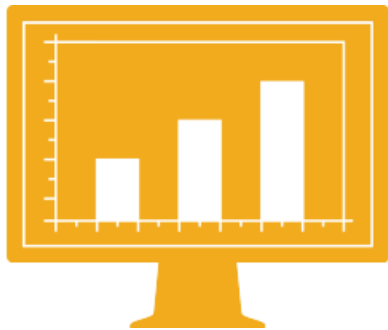
Database

Enterprise Information Management

Middleware

Q&A

Edge Solutions

Provide all the benefits of full versions with some select limitations and restrictions

Packaged for the mid-market, Edge solutions are sold exclusively through partners

Analytics

Database &
Data Management

Business Intelligence

Predictive Analytics

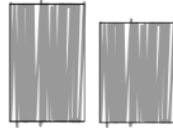Enterprise Performance Management

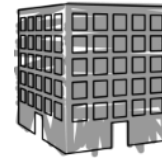Enterprise Information Management

Database

Middleware

Why Offer Solutions for the Midmarket?

SME software opportunity at +$200 B by 2018

SME growing at +11.0% (10.6% in LE)

SMEs is set to represent 52% of IT spending in 2016

3.7% of SME annual revenue spend on IT compared to 1% of revenue spend by large enterprises

+125 million registered micro, small, and medium enterprises globally
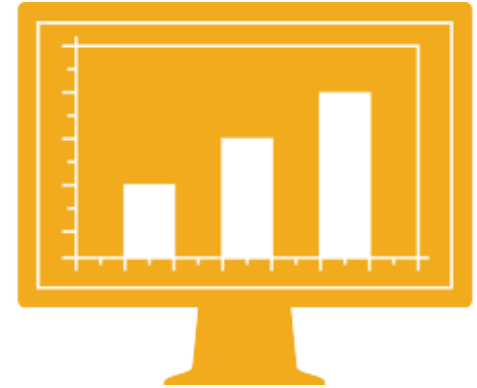
SMEs account for **80% of SAP's customers**

SMEs are served by **12,000 partners worldwide**

Edge Solutions for Analytics

Business Intelligence

SAP BusinessObjects Lumira, Edge Edition

SAP BusinessObjects BI, Edge edition `Updated`

Predictive Analytics

SAP BusinessObjects Predictive Analytics Suite, **New**
Edge edition

Enterprise Performance Management

SAP BusinessObjects Planning and Consolidation,
Edge edition

Edge Solutions for Database & Data Management

Database

SAP HANA, Edge edition, advanced version **New**

SAP ASE, Edge edition, SAP IQ, Edge edition

SQL Anywhere workgroup, Edge edition

Enterprise Information Management

SAP Data Services, Edge edition Updated

SAP Data Quality Management, Edge edition

SAP Data Integrator, Edge edition

New
SAP NetWeaver OpenHub, Edge edition

New
SAP Master Data Governance, Edge edition

SAP PowerDesigner DataArchitect, Edge edition

Middleware

SAP Process Orchestration, Edge editions

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Edge Solution Overview

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Database

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Middleware

Q&A

SAP BusinessObjects Lumira

A Platform for Trusted Data Discovery, Data Visualization, and Storytelling

Mash up data

- Access data from corporate, personal and web sources
- Quickly cleanse, combine, and enrich data

Visualize and discover insights

- Visually explore you data
- Rich library of visualizations, extensible with SDK
- Get faster insights with suggested visualizations and influencers
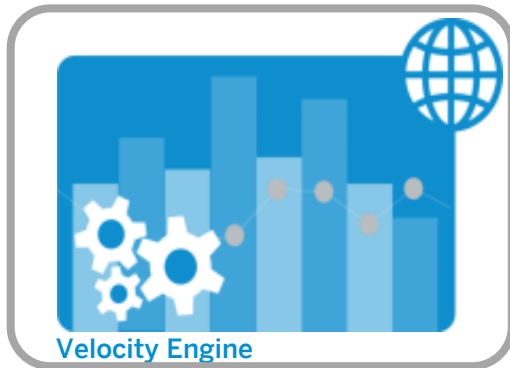

Share your story

- Build engaging stories using storyboards and infographics
- Share insights on mobile, web, and desktop
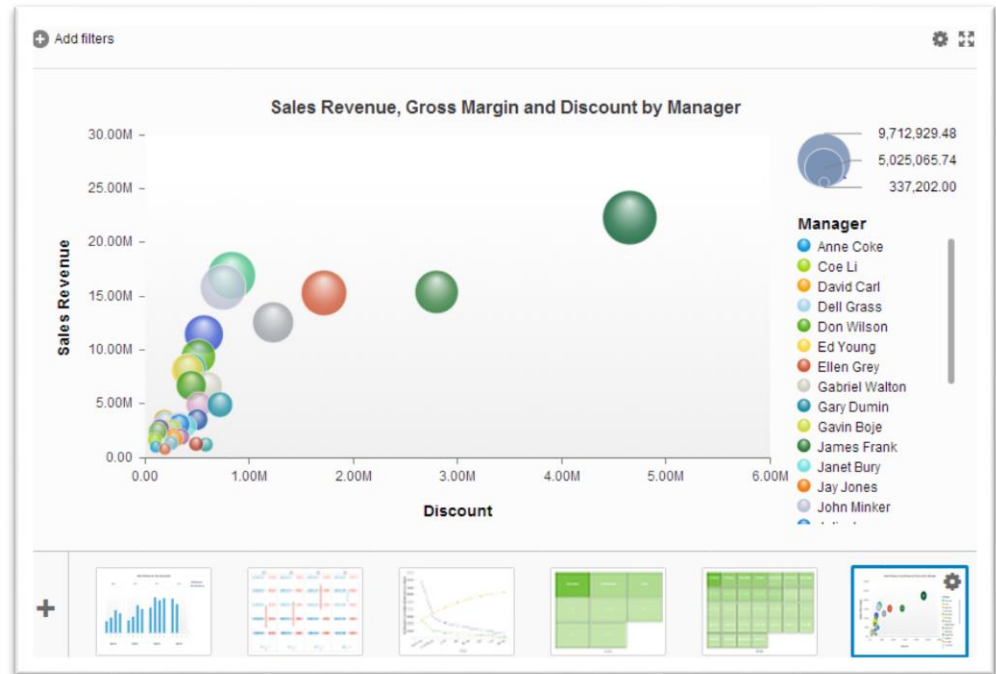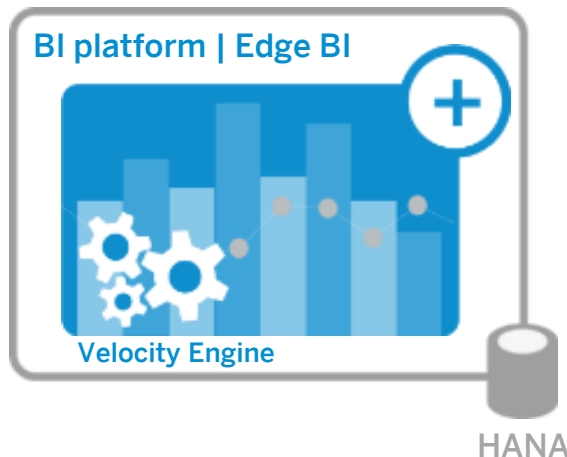
SAP BusinessObjects Lumira Server Solutions
Flexible and Progressive Server Deployment Options for All Sizes

Lumira, Server for Teams

Velocity Engine

- For Teams, Departments
- Installs in less than 15 minutes
- Does not require HANA
- Provides a complete departmental data discovery solution
- Includes its own in-memory data engine and user portal

Lumira, Server for BI Platform

BI platform | Edge BI

Velocity Engine

HANA

- Used with BI platform, Edge BI
- Does not require HANA
- Leverages BI Launchpad, authorizations, and monitoring
- Uses its own in-memory data engine, can optionally leverage SAP HANA

SAP BusinessObjects Lumira, Server for Teams

Lumira, Server for Teams

Velocity Engine

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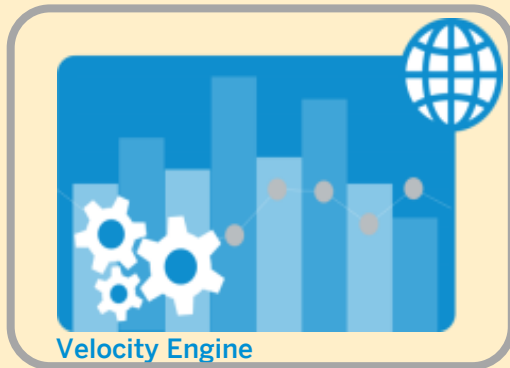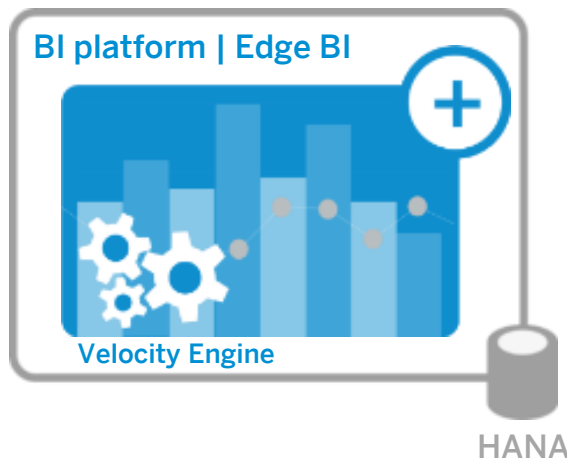- Includes its own in-memory data engine and user portal

- Access to SAP Lumira, Server for Teams

- 1 NUL option only

- Maximum of 100 NUL

Lumira, Server for BI Platform

BI platform | Edge BI

Velocity Engine

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SAP BusinessObjects Lumira, Edge edition

Lumira, Server for Teams

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BI platform | Edge BI

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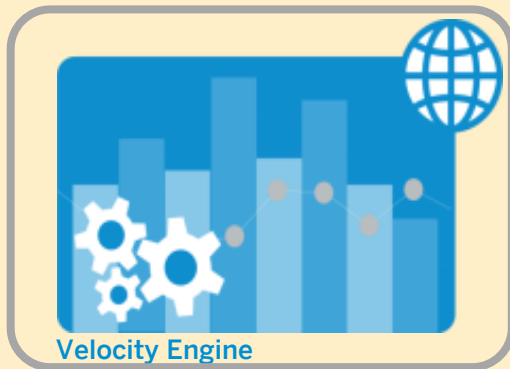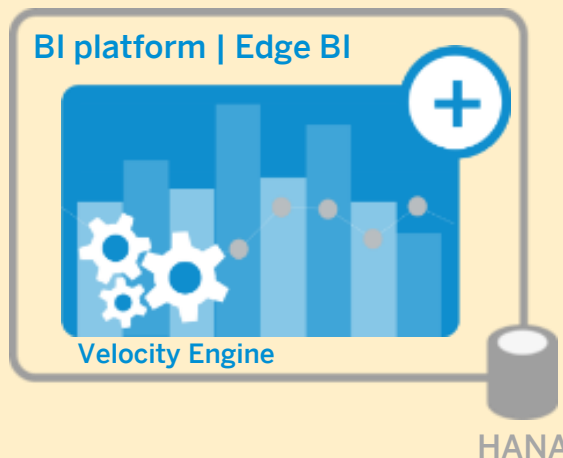HANA

- Used with BI platform, Edge BI
- Does not require HANA
- Leverages BI Launchpad, authorizations, and monitoring
- Uses its own in-memory data engine, can optionally leverage SAP HANA

- Access to SAP Lumira, Server for Teams and SAP Lumira, Server for BI Platform

- 1 NUL or 5 CSBL options

- Maximum of 50 CSBL and 100 NUL in any combination

- Deploy one: SAP Lumira, Server for Teams **OR** SAP Lumira, Server for BI Platform solution

SAP BusinessObjects BI, Edge edition
Edge BI

UPDATE

Now includes Lumira, Server for BI Platform
+ High performance data warehousing along with extract, transform, and load (ETL) and data modeling capabilities

Self Service

Agility for business analysts and the business

- Discover trends, outliers and areas of interest in your business

- Adapt to business scenarios by combining, manipulating, and enriching data

- Tell your story with self-service visualizations and analytics

- Forecast and predict future outcomes

Dashboards and Apps

Build engaging, visual dashboards

- Powerful environment to build interactive and visually appealing analytics

- Rich set of controls: buttons, list boxes, drop-down, crosstabs, charts…

- Use custom code to extend and build workflows
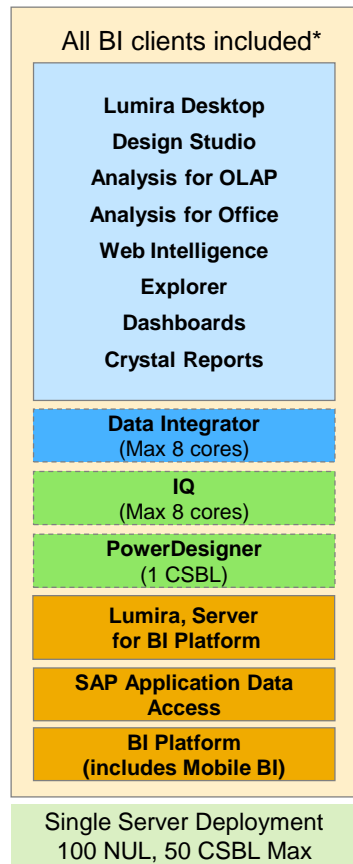
Reporting

High productivity design for report designers

- Quickly build professionally formatted reports on any data source

- Securely distribute reports both internally and externally

- Minimize IT support costs by empowering end users to easily create and modify their own reports

- Enhance custom applications with embedded reports

Edge BI Licensing Details

SAP BusinessObjects BI, Edge edition

All BI clients included*

Lumira Desktop
Design Studio
Analysis for OLAP
Analysis for Office
Web Intelligence
Explorer
Dashboards
Crystal Reports

Data Integrator (Max 8 cores) `New`

IQ (Max 8 cores) `New`

PowerDesigner (1 CSBL) `New`

Lumira, Server for BI Platform `New`

SAP Application Data Access

BI Platform (includes Mobile BI)

Single Server Deployment
100 NUL, 50 CSBL Max

Limited Use Runtime Component

- Edge BI packages can be licensed using the following metrics and block sizes:
    - 1 Named User License (NUL)*
    - 5 Concurrent Session Based Licenses (CSBL)
- Restricted to a single server, 100 NUL and 50 CSBL max
- Runtime licenses of IQ and Data Integrator can be deployed up to a maximum of 8 cores each (DI instances cannot be clustered)
- IQ runtime license is limited to access by and through Edge BI and SAP Business Objects Predictive Analytics
- Data Integrator does not include Text Data Processing and may only load data into one target data store (IQ or other single store)
- Runtime use of PowerDesigner is limited to one session
- Lumira, Server for BI Platform is provided in the same license quantity as Edge BI

*1 NUL is a prerequisite for the 5 CSBL option to account for administrative access, some features are only supported with the NUL option

Edge BI NUL and CSBL Comparison

Client	Component	NUL	CSBL
Design Studio	Design Studio Viewing with BI Platform	✓	✓
	Design Studio Viewing with NW/HANA Platform	✓	No
	Design Studio Desktop	✓	No
Lumira	Lumira Desktop	✓	No
Analysis for OLAP	Web Client	✓	✓
Analysis for Office	Excel/PowerPoint add in, BI Platform	✓	✓
	Excel/PowerPoint add in, NW Platform	✓	No
Web Intelligence	Webi Web Client	✓	✓
	Webi Rich Client	✓	No
Crystal Reports	Crystal Reports Web Viewer	✓	✓
	Crystal Reports Desktop	✓	No
Dashboards	Dashboards Viewing	✓	✓
	Dashboards Desktop	✓	No
Explorer	Explorer and EViews Viewing	✓	✓
	Explorer Infospace Administration	✓	✓
Mobile BI	Mobile BI App	✓	✓
Live Office	Live Office client	✓	✓
BI Admin	Administration tools*	✓	No

*BI Admin tools include: Central Management Console, Central Configuration Manager, Business View Manager, Information Design Tool, QaaWS Designer, Report Conversion Tool, Translation Management Tool, Universe Design Tool (Widgets which are included in both NUL and CSBL models)

Midmarket BI Portfolio Comparison

Crystal Solutions

SAP Crystal Reports

Crystal Reports
Client Tool, No Max

SAP Crystal Dashboard Design, departmental edition

Dashboard Design
Client Tool, No Max

SAP Crystal Server

BI clients included (NUL)

Explorer
Dashboard Design
Crystal Reports

BI Platform (includes Mobile BI)

Single Server Deployment
100 NUL, 50 CSBL Max

Lumira Solutions

SAP BusinessObjects Lumira, Desktop edition

Lumira Desktop
Client Tool, No Max

SAP BusinessObjects Lumira, Server for Teams

Lumira, Server for Teams

Single Server Deployment
100 NUL, 50 CSBL Max

SAP BusinessObjects Lumira, Edge edition

Lumira, Server for BI Platform

Multi-Server Deployment
Unlimited Scalability

OR

Lumira, Server for Teams

Single Server Deployment
100 NUL, 50 CSBL Max

Edge BI

SAP BusinessObjects BI, Edge edition

BI clients included (NUL)

Lumira Desktop
Design Studio
Analysis for OLAP
Analysis for Office
Web Intelligence
Explorer
Dashboards
Crystal Reports

Data Integrator (Max 8 cores)   New

IQ (Max 8 cores)   New

PowerDesigner (1 CSBL)   New

Lumira, Server for BI Platform   New

SAP Application Data Access

BI Platform (includes Mobile BI)

Single Server Deployment
100 NUL, 50 CSBL Max

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Edge Solution Overview

Business Intelligence

Predictive Analytics
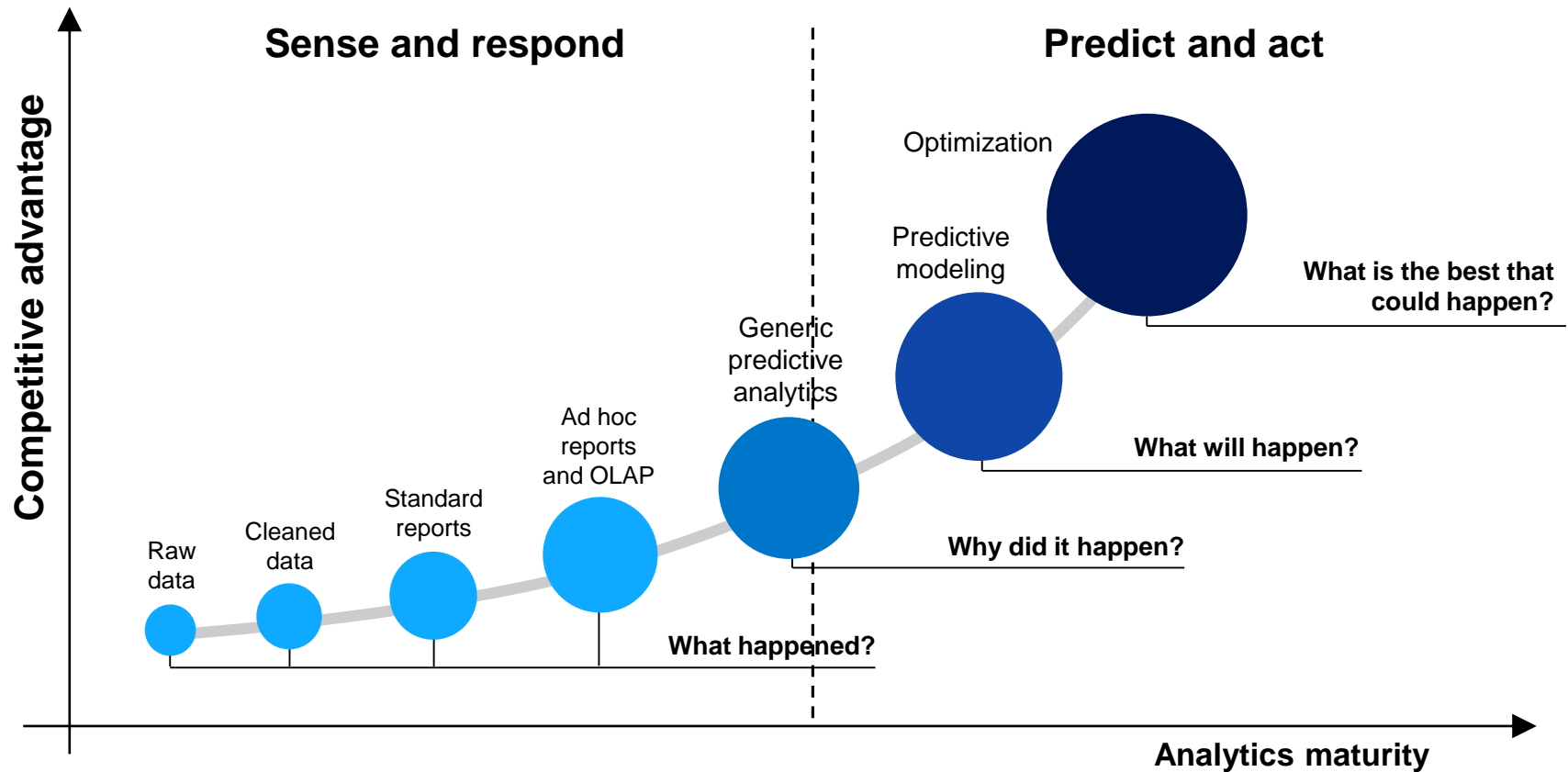
Enterprise Performance Management

Database

Enterprise Information Management

Middleware

Q&A

Predictive Analytics

Sense and respond   **Predict and act**

Competitive advantage

Optimization

Predictive modeling

Generic predictive analytics

Ad hoc reports and OLAP

Standard reports

Cleaned data

Raw data

What is the best that could happen?

What will happen?

Why did it happen?

What happened?

Analytics maturity

The key is unlocking data to move decision making from sense and respond to predict and act

SAP BusinessObjects Predictive Analytics Solutions

SAP BusinessObjects Predictive Analytics Suite

SAP BusinessObjects Predictive Analytics Suite, Edge edition

NEW
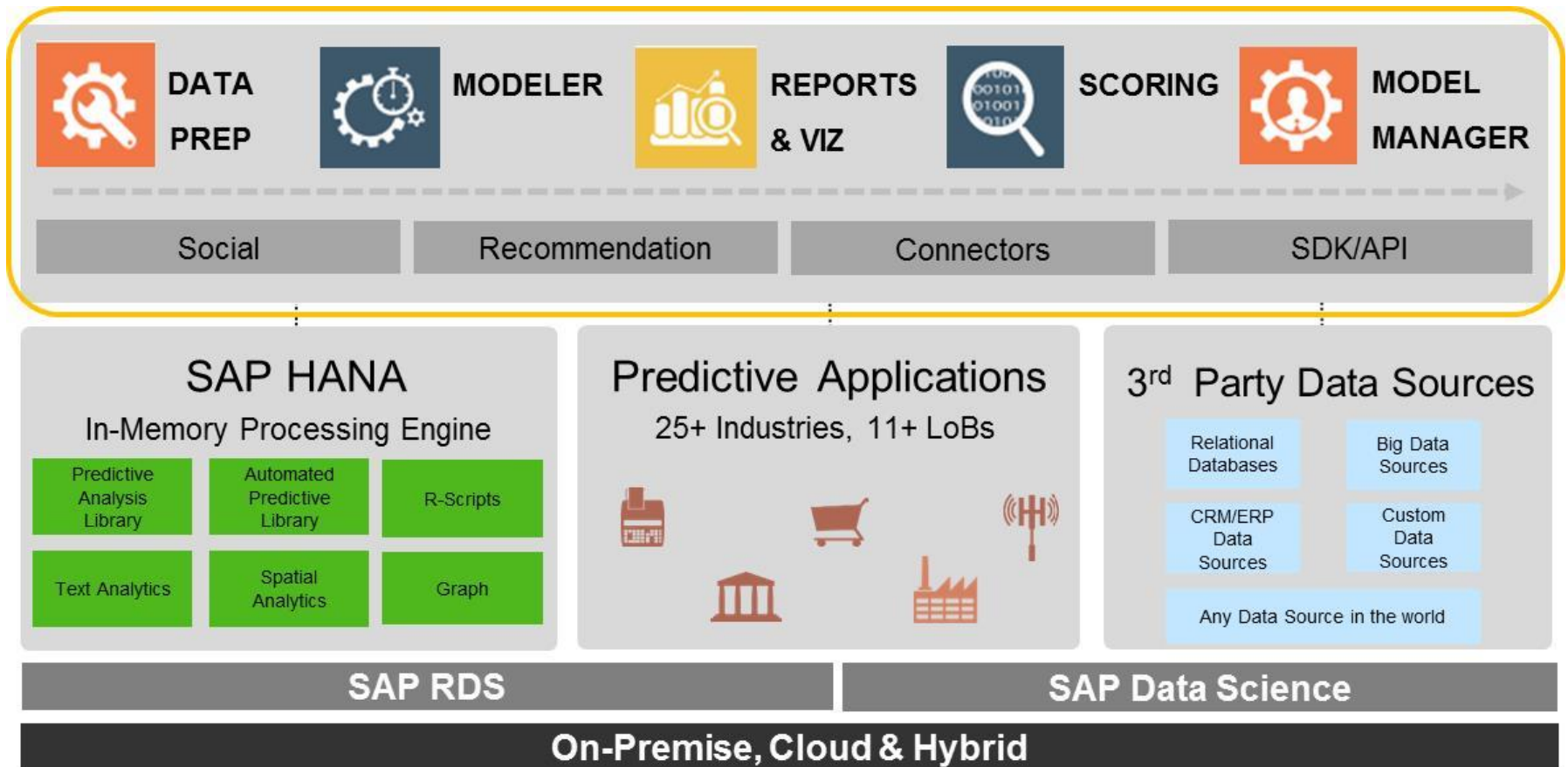
- All capabilities of the SAP BusinessObjects Predictive Analytics Suite

- Priced based on database size (32 GB units)
  - Can be used with any non-HANA database
  - If used with HANA, must be HANA Edge, advanced version

- Includes one Modeler per deployment

- Limited to one target database, can purchase up to four units

Predictive Analytics Suite, Edge edition
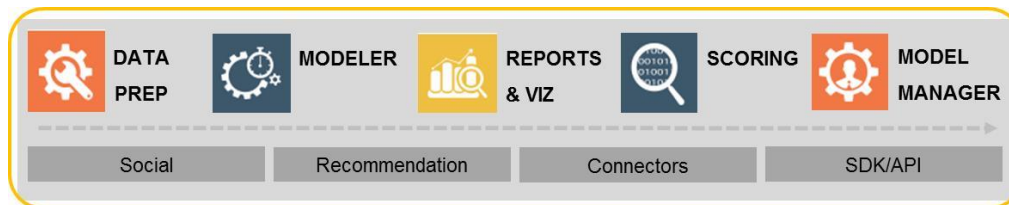
DATA PREP	MODELER	REPORTS & VIZ	SCORING	MODEL MANAGER

Social	Recommendation	Connectors	SDK/API

Database size determines number of units needed

Agenda

Edge Solution Overview

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Q&A

SAP BusinessObjects Planning and Consolidation
Unified Planning and Consolidation

Business planning

- Budgeting
- Sales/revenue planning
- Capital expenditure planning
- Headcount/staffing
- Expense planning
- Cash flow/liquidity planning

Forecasting and consensus building

- Rolling forecasts
- Continuous planning
- Collaboration
- Predictive Modeling

Consolidation

- Intercompany matching/reconciliation
- Intercompany eliminations
- Management roll-ups
- Legal consolidation

Financial reporting and analysis

- Ad hoc
- Variance analysis
- Driver analysis (industry, growth, capacity, etc.)

SAP BusinessObjects Planning and Consolidation, Edge editions

SAP BusinessObjects Planning and Consolidation, version for SAP NetWeaver, Edge edition

- Built directly on the SAP Business Warehouse application to leverage existing skill sets and investments

- Includes rights to use the planning applications kit to build centralized planning applications

- Can also leverage the SAP HANA platform to plan better and act faster (SAP HANA sold separately)

SAP BusinessObjects Planning and Consolidation, version for the Microsoft platform, Edge edition

- Built on a Microsoft technology stack (SQL Server, Microsoft Office, .Net)

- Designed to integrate with any systems of record

Edge versions are limited to 70 users, single server deployment

Agenda

Edge Solution Overview

Business Intelligence

Predictive Analytics

Enterprise Performance Management

Database

Enterprise Information Management

Middleware

Q&A

SAP HANA, Edge edition, advanced version

SAP HANA, Edge edition, advanced version addresses midmarket requirements with in-memory platform capabilities and data management at an entry point cost that allows for growth

The general business challenges addressed by the advanced version include:

- Reduced complexity and TCO

- In-memory computing at a price point relevant for the midmarket

- A platform solution suited for SAP and non-SAP data

- End-to-end analytic capabilities in a single package
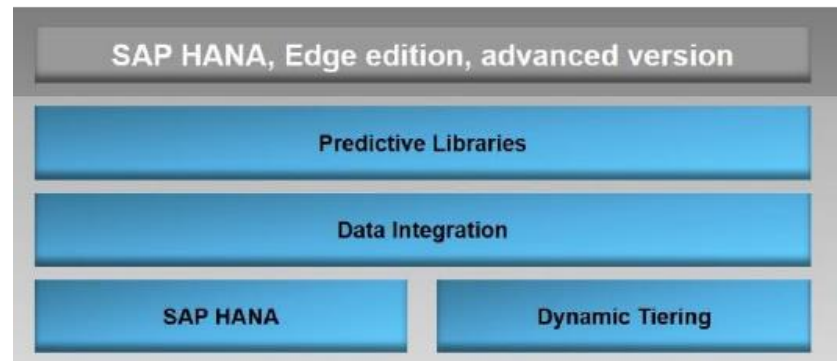
SAP HANA, Edge edition, advanced version
Packaging and Usage

Sold by 32 GB HANA Memory units,
limit of four units (128 GB)

Each unit includes:

- 32 GB SAP HANA

- 128GB of dynamic tiering

- Data Services and Smart Data Integration

- Native predictive algorithms and R-Integration
  for custom modeling

- DW Foundation for dynamic tiering

- SAP Landscape Transformation Replication Server

May be used with an unlimited number of data sources

Upgradable to SAP HANA Platform edition or SAP HANA Enterprise edition

SAP HANA, Edge edition, advanced version
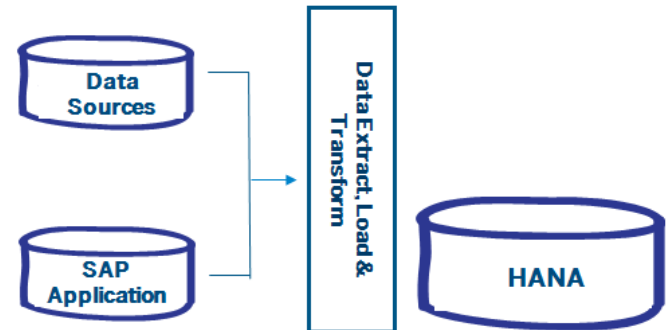
SAP HANA, Edge edition, advanced version
Restrictions

Cannot be used to operate SAP applications (ex. SAP Business Suite on HANA)

SAP application data can only be extracted into HANA

SAP HANA data warehousing foundation is limited to SAP lifecycle manager solely for use with SAP HANA dynamic tiering

Runtime use of SAP Data Services, SAP Smart Data Integration, and SAP Landscape Transformation Replication Server is limited to extracting data from data sources into SAP HANA, Edge edition, advanced version

Additional SAP HANA options (e.g., SAP HANA Information Management option) and engines (e.g., SAP HANA spatial engine) may not be purchased

Additional EIM solutions may not be purchased

Combining HANA Edge with Predictive Analytics Edge
Complete and Powerful Analytics Solution
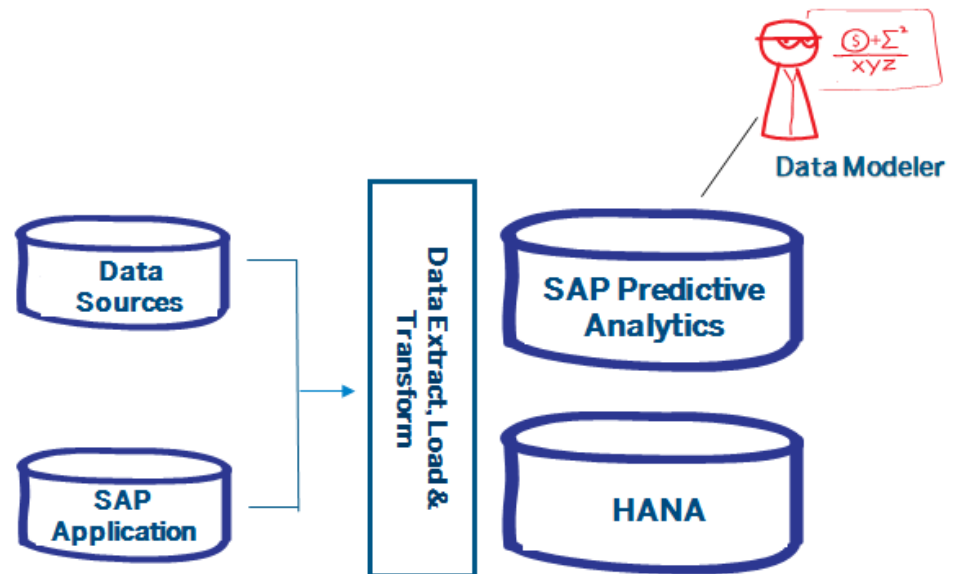
Gain competitive advantage

Innovate and transform business

Run business with more predictability

Anticipate behavior; proactively take action

Full power and value of SAP HANA and Predictive Analytics for the midmarket

Predictive Analytics Suite, Edge edition

+

SAP HANA, Edge edition, advanced version

Predictive Libraries

Data Integration

SAP HANA

Dynamic Tiering

=

Data Sources

SAP Application

Data Extract, Load & Transform

SAP Predictive Analytics

HANA

Data Modeler
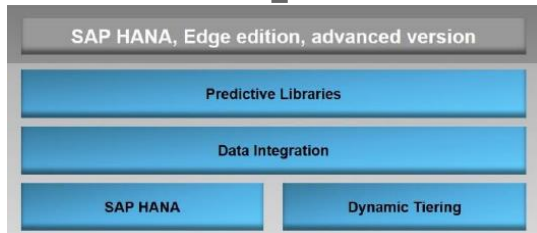
SAP ASE, Edge edition

Provides businesses with enterprise-grade features for enhanced performance, advanced security, and data availability in the event of hardware failure
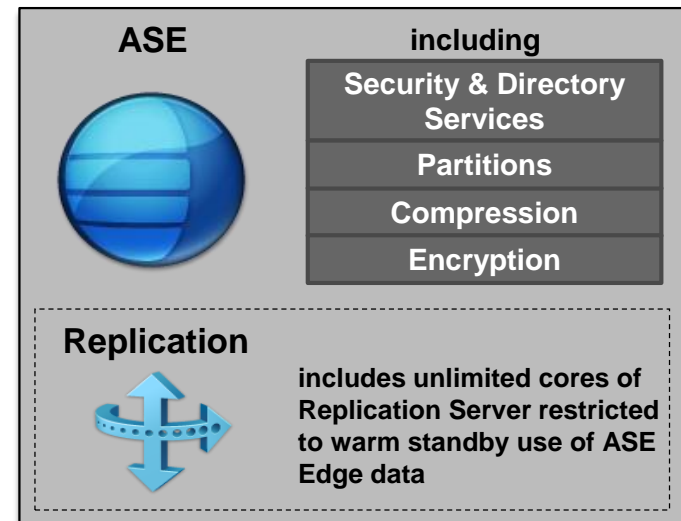
Can run on physical or virtual machines with up to 4 cores, giving businesses the ability to leverage the benefits of virtualization on today's more powerful, multi-core platforms.

Every license includes:

- Security and Directory Services for SSL, LDAP authentication, row-level security
- Encryption of sensitive information
- Intelligent Partitioning of data based on its content
- Compression for lower storage costs and improved I/O performance
- Warm standby replication for data loss protection and accessibility

ASE   **including**

Security & Directory Services

Partitions

Compression

Encryption

Replication

includes unlimited cores of Replication Server restricted to warm standby use of ASE Edge data

No additional options available

SAP IQ, Edge edition

SAP IQ Edge edition is a midmarket version of SAP IQ, a column-based architecture, powerful enough to handle extreme volumes in an efficient and cost-effective manner

Supports up to 8 cores and 1 Terabyte database, no additional options

Speed & Flexibility

- Up to 1,000x faster than traditional DBMS

- Handles volumes of ad hoc queries in real time

- Simple and complex analytics on structured and unstructured data

Lower TCO

- Compression reduces data volume by up to 70%

- Less storage and maintenance required

- Easy to lean and use – requires minimal training

Mature & Proven

- 2x as many customers as the next leading provider

- 96%+ customer satisfaction rates

- Consistently ranked as EDW market leader by leading analysts*

SQL Anywhere

Enterprise-caliber features and high performance right out of the box, with robust synchronization for always-on applications

Mobile & Remote Applications

Manage enterprise data in remote and mobile locations

Smart Systems

Self-managing for near- zero maintenance environments
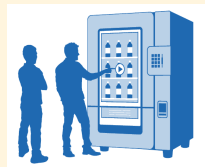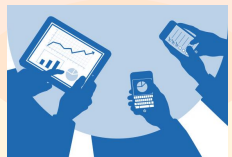

Point of Business

Enterprise-caliber database on low-cost platforms

SAP SQL Anywhere workgroup, Edge edition

SAP SQL Anywhere workgroup, Edge edition (user and core options)

SAP SQL Anywhere, Database and Sync Client (device)

User centric

Device centric

Usage Scenarios:

User licenses as all inclusive packages with remote access rights for licensed users

Use Core licenses with Database and Sync client for remote access (sold on per Device basis)

Edge Limitations:

Eight core maximum, single server

High availability, read-only scale out, in-memory runtime, and productive use of SQL Anywhere Monitor require full version

SQL Anywhere, Advanced Edition

Agenda

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Enterprise Performance Management
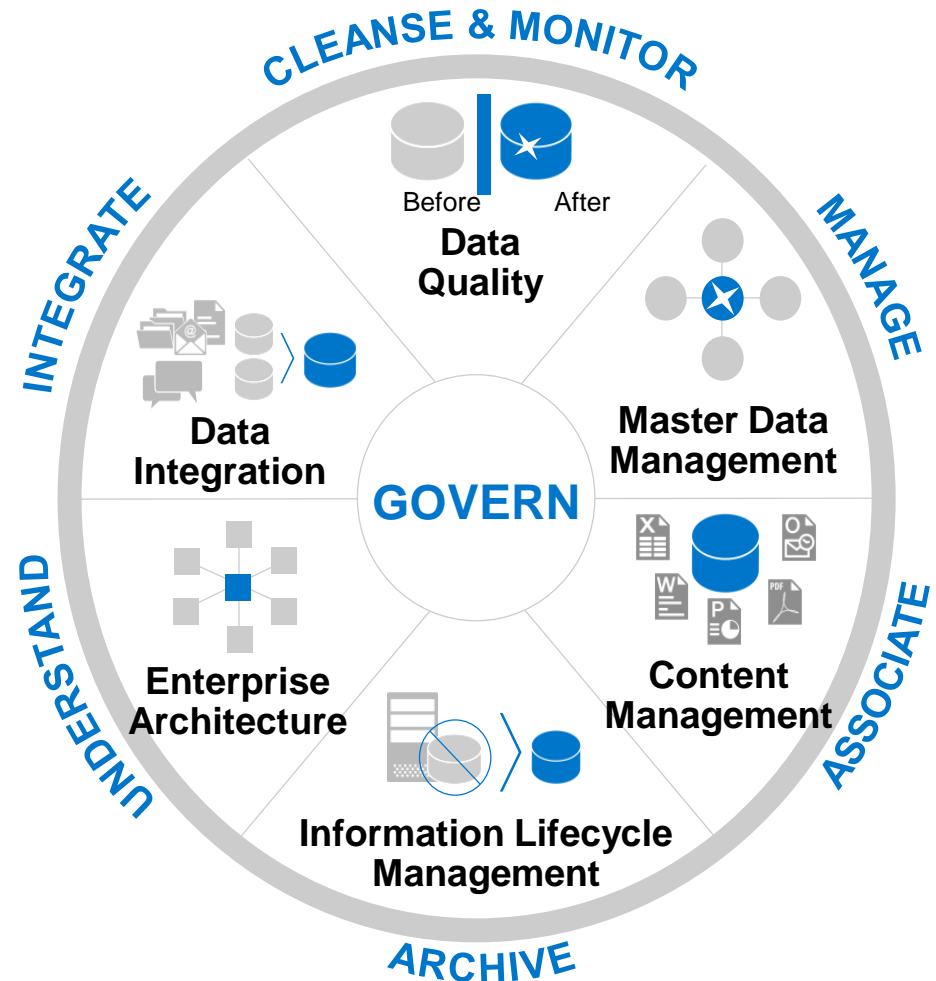
Database

Enterprise Information Management

Middleware

Q&A

Enterprise Information Management

SAP Data Services

- Easily integrate data from anywhere

- Understand unstructured text content and improve data quality in the process without any tedious programming

- Work with SAP and non-SAP environments

- Scale to handle all volumes of data

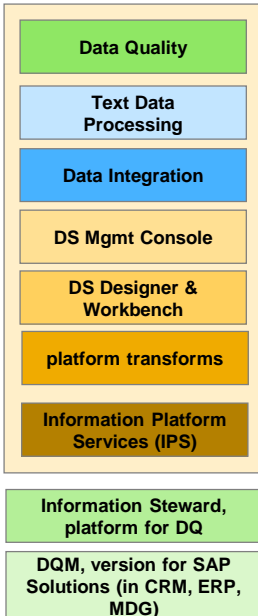CLEANSE & MONITOR

INTEGRATE

MANAGE

Before   After

Data Quality

Data Integration

Master Data Management

GOVERN

UNDERSTAND

Enterprise Architecture

Content Management

Information Lifecycle Management

ASSOCIATE

ARCHIVE

EIM Edge Options
Edge Data Services Now Includes Full Use Information Steward

UPDATE

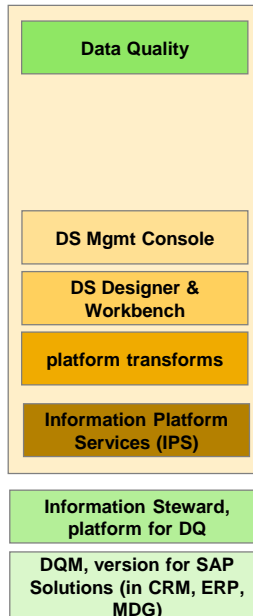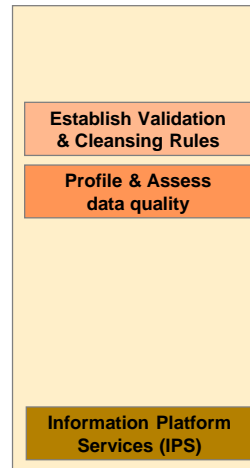### SAP Data Services, Edge edition

SAP Data Services

- Data Quality
- Text Data Processing
- Data Integration
- DS Mgmt Console
- DS Designer & Workbench
- platform transforms
- Information Platform Services (IPS)

- Information Steward, platform for DQ
- DQM, version for SAP Solutions (in CRM, ERP, MDG)

SAP Information Steward

- Monitor Quality Trends & Business Value Impact
- Establish Validation & Cleansing Rules
- Profile & Assess data quality
- Data Lineage & Impact Analysis
- Manage Metadata and Define Information Policies
- Information Platform Services (IPS)

SAP Data Quality Management, Edge edition

SAP Data Quality Management

- Data Quality
- DS Mgmt Console
- DS Designer & Workbench
- platform transforms
- Information Platform Services (IPS)

- Information Steward, platform for DQ
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SAP Information Steward*

- Establish Validation & Cleansing Rules
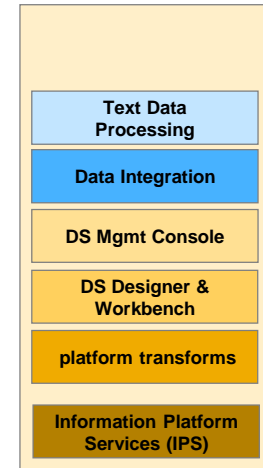- Profile & Assess data quality
- Information Platform Services (IPS)

*Cleansing Package Builder and the Basic and Advanced Profiling capabilities only

SAP Data Integrator, Edge edition

SAP Data Integrator

- Text Data Processing
- Data Integration
- DS Mgmt Console
- DS Designer & Workbench
- platform transforms
- Information Platform Services (IPS)

Edge versions are limited to a maximum of 8 cores, single server deployment

SAP MDG and OpenHub, Edge Editions

NEW

MDG Domain License Options

- SAP Master Data Governance, Financials
- SAP Master Data Governance, Supplier
- SAP Master Data Governance, Customers
- SAP Master Data Governance, Product
- SAP Master Data Governance, Consumers
- SAP Master Data Governance, Custom

SAP OpenHub

- Distribute data from SAP NetWeaver Business Warehouse (BW) into an external data mart, analytical application, or several other applications

SAP MDG, Edge edition

Govern up to 200,000 master data objects in any combinations of the following domains: Financials, Supplier, Customers, Product, or Consumers.

SAP OpenHub, Edge edition

Data may be exported out of the licensed SAP NetWeaver BW into no more than two non-SAP software applications
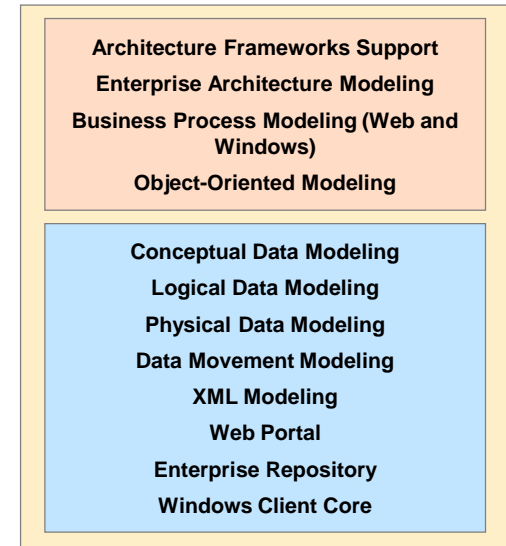
SAP PowerDesigner

SAP Power Designer, EnterpriseArchitect

Supports, facilitates and enables the process of translating business vision and strategy into enterprise change

Automatically captures the intersections between all architectural viewpoints and stakeholder perspectives

Allows users from all groups to visualize and implement fast, reliable and predictable change

Provides a pictorial representation of the complexity of the environment to streamline communication
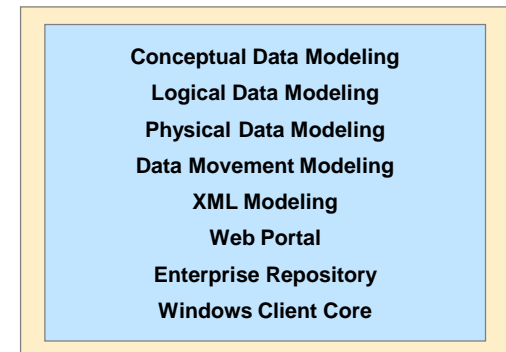
Architecture Frameworks Support
Enterprise Architecture Modeling
Business Process Modeling (Web and Windows)
Object-Oriented Modeling

Conceptual Data Modeling
Logical Data Modeling
Physical Data Modeling
Data Movement Modeling
XML Modeling
Web Portal
Enterprise Repository
Windows Client Core

SAP PowerDesigner, DataArchitect, Edge edition

Establishes a 360˚ view of key information assets

Provides enterprise-wide impact analysis throughout an enterprise information landscape

Geared towards information and data architects that need to solve information or data problems

Conceptual Data Modeling
Logical Data Modeling
Physical Data Modeling
Data Movement Modeling
XML Modeling
Web Portal
Enterprise Repository
Windows Client Core

Agenda

Edge Solution Overview

Business Intelligence

Predictive Analytics

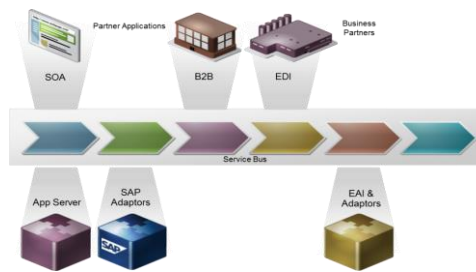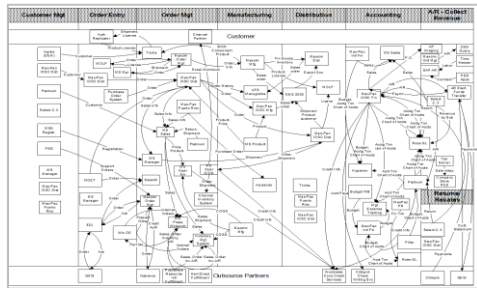Enterprise Performance Management

Database

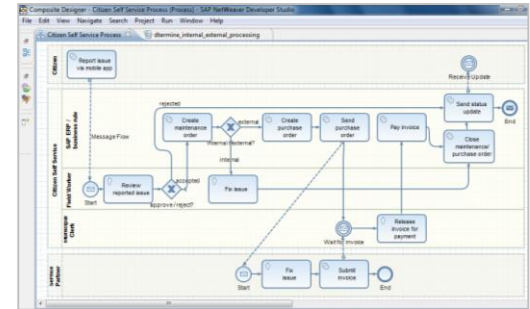Enterprise Information Management

Middleware

Q&A

SAP Process Orchestration

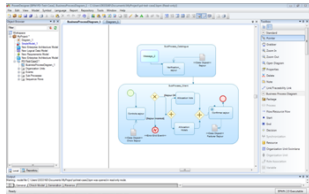## Improve integration between systems

Create efficient and flexible processes
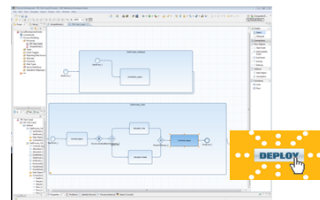

Improve collaboration between Business and IT

SAP PowerDesigner

SAP Process Orchestration

Gain full process visibility
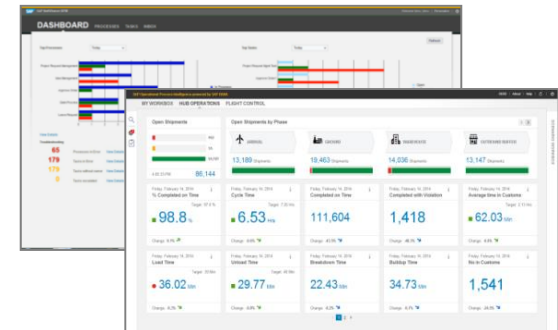
SAP Process Orchestration, Edge editions

Component	PO	PO, Edge edition premier option	PO, Edge edition standard option
Process Integration	✔	✔	✔
Business Process Management	✔	✔	✔
Business Rules Management	✔	✔	✔
PI & Secure Connectivity add-ons	✔	✔	✔
B2B add-on	✔	✔	✘
Gateway hub component	✔	✔	✔
Cloud integration content	✔	✔	✘
Data Integrator	✘	✔	✘
PowerDesigner, EnterpriseArch.	✘	1 CSBL	1 CSBL
Identity Management	✘	50 Users	✘
Single Sign-On	✘	50 Users	✘
Restrictions	Min 2 cores	Max 8 cores	Max 8 cores

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Q&A

Questions

Contact your local SAP Partner Account Manager

Thank you