3 Ways SAP HANA Can Help You Unlock Exponential Potential in the Evolving Digital Economy

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Data growth is leading to unprecedented complexities that all organizations must learn to navigate. These complexities impact every part of the business, from its employees to its assets to its pricing. And these factors are now interconnected on an unparalleled scale, creating even more layers of data that organizations struggle to extract value from.

Meanwhile, the vision of the Internet of Things (IoT) is fast becoming a reality, leading to the rise of new digital business models. IoT is also one of the new technologies providing granular insights into the supply chain, impacting how organizations plan for production efficiency and effectively price their goods. New, interconnected technologies have led to easier collaboration and, therefore, a more fluid and flexible workforce that companies must manage in new ways. All these developments have both sprung from and contributed to exponential data growth — but for enterprises that are prepared, they can lead to exponential opportunity for growth in the future.

Leveraging SAP HANA to Enhance People, Assets, and Prices

The in-memory computing power of SAP HANA fits neatly into the paradigm of capturing that opportunity for growth, as it makes large data loads and complex business models easier to manage and process. Use cases of SAP HANA as an enabler of opportunity are plentiful, especially when it comes to the three critical business areas of people, assets, and prices.

People

The flexible modern workforce, the rise of digital HR, the fluidity of teams, contractor-centric business models, and other forces all come together to create a more complex workforce landscape. Keeping track of worker bandwidth, work performed, compensation owed, and accounts to be billed promises to become a more data-intensive job than ever. With SAP HANA and extended functionality with apps built on SAP Cloud Platform, you can begin standing up real-time capabilities for calculating pay, automatically monitoring work-related rules and constraints, and identifying work-related patterns that can lead to new efficiencies.

Assets

In the sensor-enabled world of IoT, assets such as industrial equipment become dynamic, "living" objects, providing data that can tell a story. However, it's up to you to figure out what that story is — whether it's predicting when an asset might fail, when it might need maintenance, or when it can pick up the slack of another asset. SAP HANA helps you build the platform you need to create that story by granting you the ability to sort through exponentially growing sensor data and develop an extensive set of predictive asset maintenance capabilities.

Prices

Your customers and suppliers are more connected and digitally engaged than ever, providing you with a unique opportunity to get deep insights across the entire supply chain. With the right insights, you can price your products and services more accurately and effectively to optimize revenue, better control costs, compete more effectively, and bring greater predictability to your business. SAP HANA can help you absorb the growing volume of price-related data and then deliver real-time insights that take the guesswork out of pricing to help your organization confidently set the prices that will maintain a competitive edge.

Learn More

To explore other areas in which SAP HANA can help you address exponential data growth and seize exponential opportunities, a conversation with Deloitte Consulting — an SAP global services partner — can serve as a great first step. Contact us to get the conversation started at **www.deloitte.com/SAP**.

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