SAP HANA Cloud Platform

Connect and Engage with Customers in the Cloud with SAP HANA® Cloud Platform

Deliver Impactful Web Experiences, Delight Users, and Meet Any Business Need

SAP HANA® Cloud Platform is an in-memory cloud platform for today's increasingly networked, mobile, social, and data-driven world. Based on open standards, it provides access to a feature-rich, easy-to-use development environment in the cloud. SAP HANA Cloud Platform includes a comprehensive set of services for integration, enterprise mobility, collaboration, and analytics. As the only cloud platform built on the SAP HANA platform, it powers the real-time applications companies need to succeed in business today.

APPLICATION SERVICES FOR ALL

Customers, partners, and SAP are all building a wide variety of cloud-based applications with SAP HANA Cloud Platform. Examples include a patient portal for hospitals, a real-time traffic management system for a municipal port authority, a nutrition portal for consumers, fan engagement applications for national sports teams, virtual-shopping mobile apps for retailers, a customer engagement tool for sales representatives, an online car-accessory configurator, and delivery of personalized content and offers to public transit customers. These are mobile-ready Web and portal applications that bring together unstructured and structured business and social content with minimal IT involvement and disruption to existing systems.

For customers and partners alike, SAP HANA Cloud Platform addresses the following business challenges:

- Connecting and more deeply engaging with customers
- Increasing operational efficiency and reducing overall business costs
- Simplifying the development, deployment, and management of cloud-based applications
- Meeting rapidly evolving business needs at a low total cost of ownership

Partners that want to build and extend a successful cloud business can start by joining the SAP® PartnerEdge® program for Application Development. Members of this fast-growing program can:

- Access a comprehensive set of developer licenses, resources, services, and professional support for all SAP platforms
- Network and collaborate with a passionate and expanding community of developers
- Use the font treatment for solutions that pass a formal review or receive an SAP certification logo for solutions approved by payable SAP certification services
- Market and sell their applications on SAP Store to more than 232,000 SAP customers

To learn more and apply, go to www.sapappsdevelopmentpartnercenter.com.

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The Best-Run Businesses Run SAP™

Overview of SAP HANA Cloud Platform

FEATURES

SAP HANA Cloud Platform is packed with features that let you rapidly build, deploy, and manage cloud-based enterprise applications that complement and extend your SAP or non-SAP solutions, either on premise or on demand.

Enterprise Platform Built for Developers

SAP HANA Cloud Platform is an open-standard, Eclipse-based, modular platform as a service. It is certified at the latest industry cloud standards and operated by SAP. SAP HANA Cloud Platform applications are deployed via command-line tools to the cloud as WAR files or OSGi bundles.[1] The applications run within the Java-based, SAP HANA Cloud Platform runtime environment powered by SAP HANA and can be maintained using Web-based management tools.

Standards Based

To maximize development productivity, SAP HANA Cloud Platform leverages familiar open-source tools and frameworks. SAP HANA Cloud Platform currently supports Java EE 6 Web Profile and a subset of the Java 7 SE specification. The open nature of the platform also allows developers to work with Spring Roo and other third-party frameworks. Developers can also use other languages that compile to Java, including JRuby, Clojure, Scala, and Groovy.

Support for other runtime environments, open-source tools, and frameworks is expected to grow, offering developers their preferred technologies for building cloud-based applications.

Native Integration with SAP and Non-SAP Software

SAP HANA Cloud Platform facilitates secure integration with on-premise systems running software from SAP and other vendors. Using SAP HANA Cloud Platform services, such as the connectivity service, applications can establish secure point-to-point connections to SAP HANA, SAP NetWeaver® Gateway technology, and other on-premise middleware solutions, enabling integration scenarios with your cloud-based applications. Applications built with SAP HANA Cloud Platform support representation state transfer (REST) services and Web services interfaces to enable integration with other cloud-based applications, such as those from SuccessFactors, an SAP company. This enables developers to build loosely coupled applications that extend the value of SAP or non-SAP enterprise solutions, whether they are running on premise or on demand.

In-Memory Persistence

SAP HANA Cloud Platform includes persistence powered by SAP HANA, taking full advantage of its real-time, in-memory computing technology and built-in analytics. As a service on SAP HANA Cloud Platform, SAP HANA is available to application developers without the worry of setting up or administering virtual database instances of SAP HANA. SAP HANA Cloud Platform also supports other disk-based persistence technologies, including SAP Sybase® Adaptive Server® Enterprise (SAP Sybase ASE).

Drive business innovation and engaging customer experiences with SAP HANA Cloud Platform.

FOOTNOTE

1. Both a Web application archive (WAR) file and an Open Services Gateway initiative (OSGi) bundle are Java archive (JAR) files.

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Secure Data Platform
Comprehensive, multilevel security measures have been built into SAP HANA Cloud Platform. This security is engineered to protect your mission-critical business data and assets and to provide the necessary industry-standard compliance certifications. This built-in protection extends from maintaining strong physical security of the data center to safeguarding the data and enabling full reliability of the service. SAP HANA Cloud Platform is certified to meet standards, including ISO 27001, Statement on Auditing Standards (SAS) 70 Type II, and International Standard on Assurance Engagements (ISAE) 3402, to help ensure complete infrastructure stability, security, and performance. These certifications are renewed regularly to keep up with evolving security threats.

Lightweight, Modular Runtime Container for Applications
Applications developed on SAP HANA Cloud Platform run in a modular and lightweight runtime container (lean Java server) on a virtual machine. They typically consume services that are centrally provided and logically shared across the platform to reduce overhead and maximize performance.

SAP HANA Cloud Platform provides a secure, scalable runtime environment with reusable platform services, such as the following:

- Persistency service that leverages the speed of SAP HANA
- Connectivity service that enables secure integration with on-premise systems running software from SAP and other vendors
- Identity management service enabling single sign-on with third-party identity providers
- Scalable document service for managing unstructured content
- Mail service for processing outbound e-mail from applications
- SAP HANA Cloud Portal for mashing up OpenSocial gadgets from third-party providers with applications built on SAP HANA Cloud Platform

BUSINESS BENEFITS

With SAP HANA Cloud Platform, you can realize the full benefits of cloud computing – fast.

Accelerate Time to Value
SAP HANA Cloud Platform lets you quickly build and deploy business and consumer applications that deliver critical new functionality to meet emerging business needs while connecting you with customers in more engaging experiences.

Extend the Value of Existing Applications
Whether your existing enterprise solutions are running on premise or on demand, whether they rely on data from SAP or non-SAP software, SAP HANA Cloud Platform provides connectivity based on the cloud connectivity service. As a result, the platform streamlines the integration of your new applications at the lowest possible total cost of ownership.

Increase Developer Productivity
Support for open programming standards provides a low barrier to entry for developers, making them productive from the start in building enterprise applications that can integrate with any SAP or non-SAP solution. No new coding skills are required.

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Lower Risk and Improve ROI
SAP HANA Cloud Platform requires no up-front capital investment in hardware or software for customers and partners, allowing them to get started cost-effectively and reduce their overall risk.

Decrease Costs
Because SAP manages the platform operations (including patches and upgrades), SAP HANA Cloud Platform can reduce the cost of developing and deploying cloud applications.

Availability
SAP HANA Cloud Platform is generally available. To obtain a free developer license, sign up at the SAP HANA Cloud Platform Developer Center on SAP Community Network at www.sap.com/clouddeveloper.

MORE INFORMATION

To learn more about SAP HANA Cloud Platform and the related partner program, visit www.sap.com/hanacloud.