MapR + SAP = Real-Time Business Insights at Hadoop Scale

MapR and SAP have partnered to provide you with fast, real-time analytics on a unified enterprise architecture. SAP and MapR are delivering the first real-time platform for structured, unstructured, and streaming data that allows you to analyze larger windows of data for more accurate insights. The optimized SAP-MapR data platform provides tiered analytics for instant access with massive scalability. The joint solution extends the value of your SAP solution with:

- **Wider, faster view of your business**—tap into unstructured data and streaming data, analyzing more data types with SAP HANA on MapR
- **Deeper, more accurate insights**—provide online, long-tail storage and larger windows of batch processing for historical data
- **Lower storage costs**—manage big data scale-out capacity on commodity hardware while retaining speed and manageability

The MapR Distribution including Apache™ Hadoop® with NFS provides network file system (NFS) connectivity to data in addition to standard Hadoop APIs, simplifying the collection and processing of your raw data and making it seamlessly available for SAP HANA Smart Data Access. Moreover, only MapR provides a multi-tenant Hadoop platform with fine-grained resource management and data placement control. This provides greater resource utilization and vastly simplifies the cost and complexity of your enterprise data architecture.

**Traditional Deployment vs. SAP-MapR Optimized Deployment**

<table>
<thead>
<tr>
<th>Conventional SAP with Hadoop deployment</th>
<th>SAP with MapR for operational efficiency</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Multiple network attached storage (NAS)</td>
<td>• Single multi-tenant Hadoop</td>
</tr>
<tr>
<td>• Multiple Hadoop clusters (each for separate business units or user groups)</td>
<td>• Event processing (streaming data) cluster</td>
</tr>
<tr>
<td>• Data duplication, high overhead, and large data center footprint</td>
<td>• Enterprise distributed storage</td>
</tr>
<tr>
<td></td>
<td>• Superior operational efficiency</td>
</tr>
</tbody>
</table>

**Product Snapshot**

SAP HANA® combines database, data processing, and application platform capabilities in-memory. The platform provides libraries for predictive, planning, text processing, spatial, and business analytics. It enables converged OLTP and OLAP data processing within a single in-memory column-based data store with ACID compliance, while eliminating data redundancy and latency.

**At-a-Glance**

SAP® is one of the largest software companies in the world, known for delivering solutions in enterprise resource planning, enterprise data warehousing, business intelligence, mobile, and in-memory computing.

**Solution Highlights**

- **Extract Value from Massive Data**
  
  Scale linearly and incrementally as data volume grows.

- **Combine Real-Time Processing with Infinite Storage**
  
  Analyze real-time data alongside historical data.

- **Distribute Data Processing**
  
  Use MapReduce to mine big data across many servers.

- **Provide Deeper Business Insights**
  
  Stream massive amounts of data and leverage SAP HANA to unlock the business value of data in Hadoop.

- **Deliver Enterprise-grade Reliability**
  
  Meet stringent SLAs for your business-critical deployments.
Unlock the Business Value of Data in Hadoop

MapR and SAP HANA bring together leading innovation for fast access to and real-time analysis of very large data sets—allowing managers and executives to quickly understand their business.

MapR provides 2-5x higher performance than other Hadoop distributions. And, with its built-in 24x7 high availability, data protection, flexible recovery, and resilience, MapR provides the only enterprise-grade platform for SAP HANA and Hadoop.

Hadoop enables you to store and access longer histories of detailed data at a lower cost, while using SAP HANA to drill deeper, and in different ways, into the data underlying your business. Example MapR-SAP joint solutions include:

<table>
<thead>
<tr>
<th>Use Case</th>
<th>Customer Value of Joint Solution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Real-Time Risk Management</td>
<td>Enhance accuracy of fraud models. Faster model development on converged architecture enabled by SAP HANA and MapR.</td>
</tr>
<tr>
<td>OmniCommerce Customer Experience</td>
<td>Recommends relevant products and promotions based on what other similar customers have bought. The MapR and SAP solution has the unique ability to run the recommendation engine on a single Hadoop cluster.</td>
</tr>
<tr>
<td>Patient Relationship Management</td>
<td>MapR and SAP enable a complete view of the patient that incorporates EMR, payment records, clinical data and demographic data.</td>
</tr>
<tr>
<td>Manufacturing Execution for Discrete Industries</td>
<td>Leverages sensors for real-time anomaly detection for manufacturing defects. 100 million data points/sec. ingest with MapR for time-series analysis is proven.</td>
</tr>
</tbody>
</table>

MapR and SAP HANA enable you to analyze huge volumes of data as it’s loaded, including the ingestion of high-speed streaming data, without complex layers of data management and storage limitations. You can now get answers to questions you couldn’t ask—or even think to ask—before, and you can run high-performance applications that make business processes faster and leaner.

As the market leader in enterprise application software, SAP (NYSE: SAP) helps companies of all sizes and industries run better. From back office to boardroom, warehouse to storefront, desktop to mobile device—SAP empowers people and organizations to work together more efficiently and use business insight more effectively to stay ahead of the competition.

MapR delivers on the promise of Hadoop with a proven, enterprise-grade platform that supports a broad set of mission-critical and real-time production uses. MapR brings unprecedented dependability, ease-of-use and world-record speed to Hadoop, NoSQL, database and streaming applications in one unified distribution for Hadoop.