



# IBM Performance 2011

In-Memory & Real-Time –  
Hype vs. Reality:  
Tailored IBM Business Analytics  
for SAP Customers

Frank Sattler  
ERP Market Strategist  
IBM Germany



# Unprecedented Data Growth...



**> 4.6 Billion**  
Mobile Phones, Smart Phones,  
& Tablet Computers

1.3 Billion RFID Tags 2005;  
**> 30 Billion** RFID Tags 2011



Twitter processes  
**> 7 Terabytes**  
daily

Capital market data:  
**>2.000%** increase  
since 2003



Facebook grows to  
**> 580 Millionen**  
users in 2011

Mobile

Cloud

Social

# ...Drives New Buzzwords...



**Messaging Systems**

**Unstructured Data**

**Collaboration**

**MapReduce**

**Cloud**

**Appliance**

**BigData**

**In-Memory**

**Real-Time**

**IBM BigInsights**

**ETL**

**Data Democracy**

**SAP HANA**

**Hadoop**

**Oracle Exadata**



## ...And Asks for New Views:



# Big Data\*

### ...concerns

- Companies of all legal forms, sizes, industries
- NPOs
- Public Sector

### ...is

- not a question about the „if“, only about „when“ and „how“
- Enables new business models
- Basis for competitive edge

### ...will be

- play an important role for most companies
- and broadens the scope for...  
**Business Analytics**

\* Management of huge data quantities & purpose driven use in companies

# Use Mass Data Efficiently...



## Performance

- High performance  
→ *In-Memory?*
- Replication 24x7

## Relevance

- Store & combine external & internal data
- Specify, process and provide relevant data

## Access & Use

- Line of Business specific data
- When it is required  
→ *Real-Time?*



# Focus: Performance & Real-Time



## Examples for performance optimization:

### In-Memory Appliance

- Columnar database technology
- Data storage in RAM
- Cheaper RAM
- 64bit architecture with up to 2 TB of addressable RAM
- Caching of complete databases
- Requires disaster recovery & back-up

### Real-Time Analytics

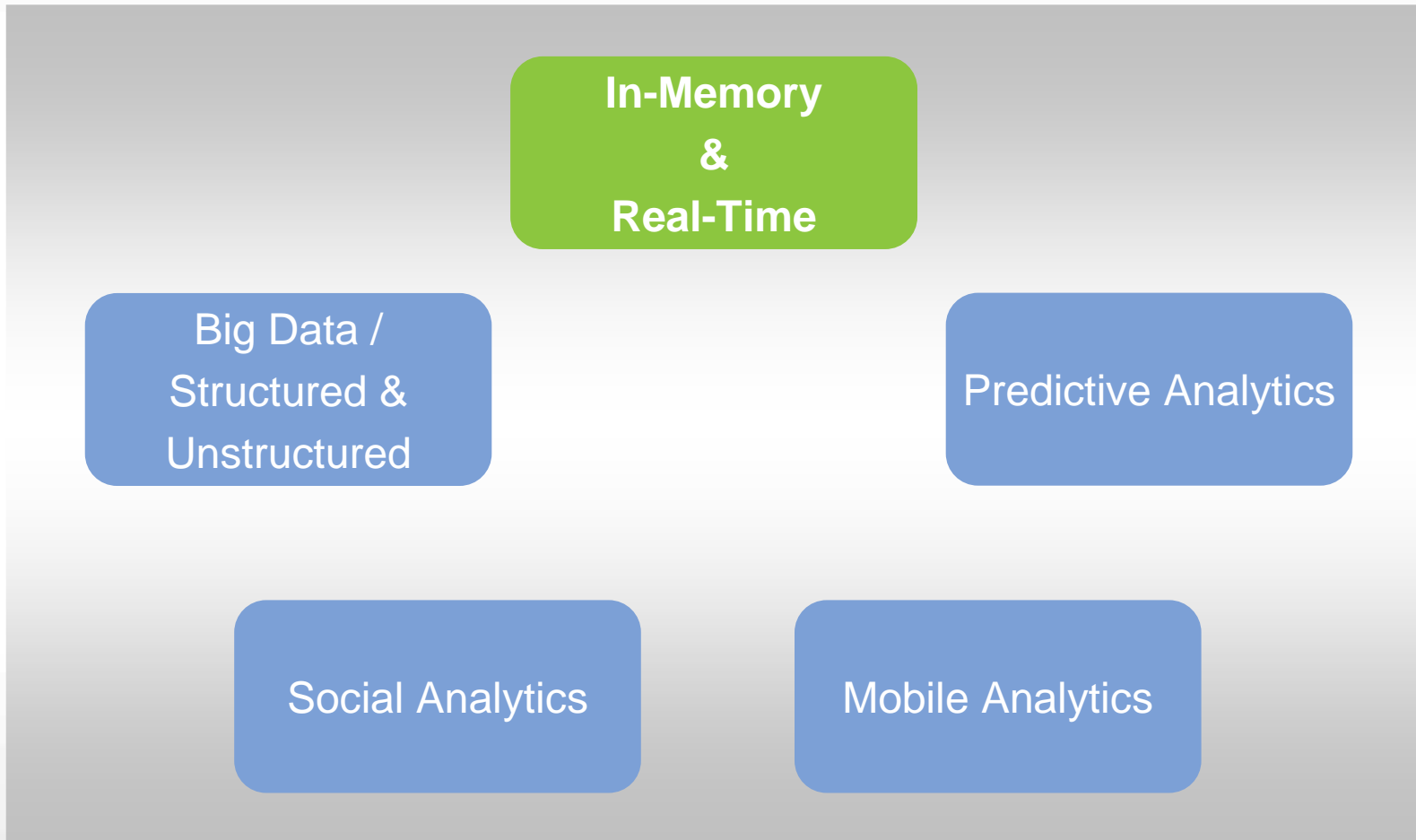
- Analysis in real-time instead of hours or days
- Use of all necessary internal & external data sources
- Flexible, dynamic analysis
- Based upon continuous data replication (24x7)

or

### Customer Specific

- Tailored to the need of the various Lines of Business
- Analysis of your existing hardware & software
- Customer specific optimization

# And...Business Analytics?



# Lines Of Business: In Memory & Real-Time as Answer to All Business Needs?



- How fresh is the data?
  - Real-, Near-, Right-Time
  - Daily, weekly, monthly
- Other requirements?
  - Simulation, predictive analytics
  - Planning
- Access?
  - Mobile
  - Online, Offline



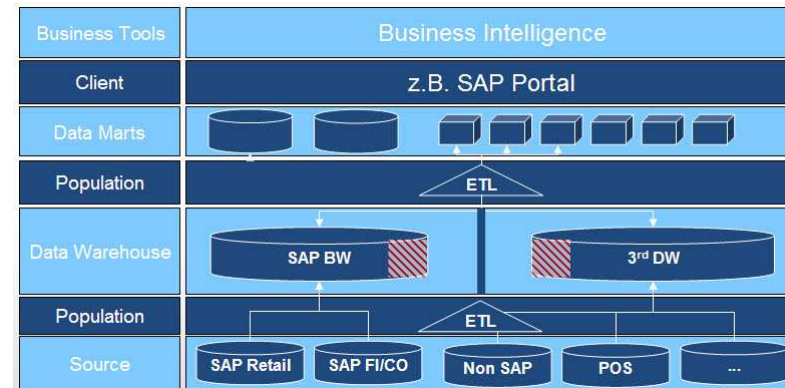


# Relevance for SAP Customers

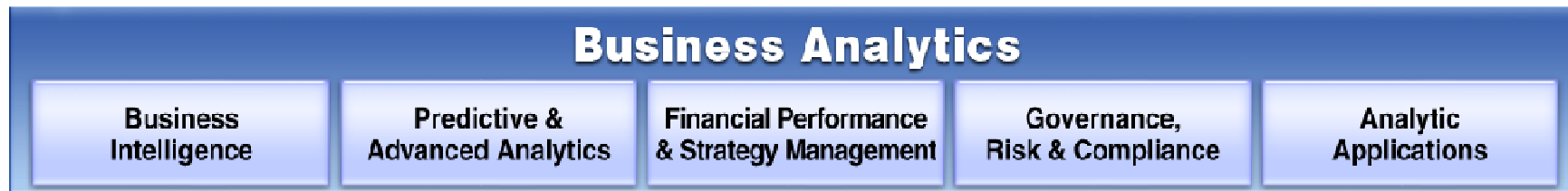


## Conventional Systems

- Traditional instruments (ETL, BI, Business Warehouses) reaching their limits
- Lengthy batch-runs at night
- High load for transactional system
- Real-Time applications not always deployed as required by the business



# ...Optimize SAP Systems



# ...SAP Systems: Complement & Substitute



- Business Analytics Strategy
- Integration
- Cost / Benefit

Define the right mix - Simplicity and Flexibility

**IBM Cognos TM1**

**Truly Multidimensional**

**IBM Netezza**

**True Appliance**

**IBM Smart Analytics System**

**Flexible Integrated System**

**IBM Big Data Platform**

**Custom Solution**

# Optimization of Existing SAP Systems



## Customer Specific

IT

- Optimization or replacement of SAP BW
- Alternative ETL scenarios, data quality (e.g. IBM InfoSphere)
- Replication of data-marts (instead of entire databases) for real-time scenarios

Lines of Business

- Holistic corporate business analytics strategy
- “Right-Time”: provision of data when it is really needed
- Drive application adaption by the business user



***Merci beaucoup***