

RED HAT ENTERPRISE LINUX FOR SAP HANA: SIMPLIFY YOUR I.T.

SOLUTION BRIEF



Companies making intensive use
of customer analytics are

23x

more likely to acquire
customers than companies not
as strong in customer analytics¹

For most organizations, the IT infrastructure that supports decision-making is complex. Businesses require answers in real time, but generating reports takes at least 24 hours. If you have to add new data sources, it could take weeks-or months. By necessity, decisions are made based on data that is at least a day old.

Analysis of timely information can drive smarter business decisions. According to research from McKinsey,¹ companies that make intensive use of customer analytics are 23 times more likely to acquire customers, 6 times more likely to retain them, and 18.8 times more likely to experience customer profitability as companies that are not as strong in customer analytics.

The demand for real-time data is accompanied by an explosion in the volume of information, and organizations must integrate new data, devices, and signals to keep up. Trends like cloud, big data, and the Internet of Things (IoT) are driving modernization requirements.

To provide the IT infrastructure required to make real-time decisions based on all available data, enterprises need to simplify and speed up systems and processes. According to Forrester Research, from 70% to 75% of a typical IT budget is devoted to keeping the lights on and the business running, even if there are no new projects.² This leaves 30% of the budget (or less) for driving innovation. With IT spending globally flat and a projected increase of only about 2.5% in 2015 (according to Gartner³), simplification and standardization are key to freeing up funds for innovation.

The SAP® HANA® platform can help customers meet the extreme demands of digital transformation and deal with runaway data growth. For even greater benefit, customers can deploy SAP HANA on the leading version of Linux®—Red Hat® Enterprise Linux.

ABOUT THE TECHNOLOGIES

SAP HANA is an in-memory platform that can process transactions and analytics on a single data copy, radically simplifying IT landscapes. In place of two or more copies of the data (one for live transactions and one for reporting), SAP HANA takes a single copy of the data, compresses its footprint by 70 to 90%, and keeps it all in memory. As a result, queries are performed on live data and are many times faster than those performed on disk-based relational databases. SAP HANA includes databases, advanced analytic processing, applications, and integration services in one single platform.

The operating system customers choose impacts how SAP HANA performs. Today, customers have a choice of operating systems for running SAP HANA. Red Hat Enterprise Linux for SAP HANA is built from the same foundation as the world's leading enterprise Linux platform. More than 90% of Fortune Global 500 companies use Red Hat products and solutions,⁴ including Red Hat Enterprise Linux.

¹ McKinsey&Company. *Using customer analytics to boost corporate performance: Key insights from McKinsey's DataMatics 2013 survey* (January 2014).

² Bartels, Andrew, Phil Murphy with Peter Burris, Dan Bieler, Paul D. Hamerman, Amanda LeClair. *Tame Your Tech MOOSE Before The BT Agenda Makes It Bigger*. Forrester (May 13, 2015).

³ Gartner. *Gartner Worldwide IT Spending Forecast (Q2 2015)*. <http://www.gartner.com/technology/research/it-spending-forecast/>.

⁴ Red Hat client data and Fortune Global 500 list, fortune.com/global500, 2014.

Peavey Electronics runs Red Hat Enterprise Linux for SAP HANA. The company experienced 300x improved processing performance and reduced capital costs of \$100,000.⁵

FEATURES AND CAPABILITIES

Simplifying systems and processes lets you reallocate budget from operations to innovation, and overcome the challenges of modernization.⁵

PERFORMANCE, RELIABILITY, AND STABILITY

Red Hat Enterprise Linux for SAP HANA is the result of a collaborative engineering relationship between Red Hat and SAP. It combines the reliability, scalability, and performance of Linux with technologies that meet the specific requirements of SAP HANA.

Red Hat Enterprise Linux for SAP HANA is simple to deploy; there's no need to configure or manually tune for performance. It already includes performance-tuning profiles that support SAP HANA.

Whether you deploy SAP HANA on premise, on hardware or virtual machines, or in the cloud, you're going to get the same high-performing, stable, and reliable Red Hat Enterprise Linux that you know and trust, optimized for SAP HANA.

When critical business applications are running on SAP HANA, updates to the operating system can be disruptive. Red Hat guarantees compatibility between releases so that real-time business can proceed uninterrupted.

REDUCED COMPLEXITY AND COST

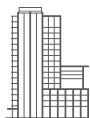
Running more than one operating system leads to resource overhead, cost, and complexity. Supporting multiple versions of Linux is costly in terms of administrator resources, operations, and the time it takes to apply patches and updates. Standardizing both SAP and non-SAP workloads on Red Hat Enterprise Linux streamlines and simplifies operations and reduces costs.

To extend simplification efforts, customers can run their entire IT landscape on Red Hat Enterprise Linux. By standardizing on Red Hat for both existing and evolving IT estates, you can innovate at a faster pace with technologies like SAP HANA.

CHOICE AND FLEXIBILITY

With Red Hat Enterprise Linux for SAP HANA, companies enjoy a wide range of deployment options, from on-premise appliances to deployments using their own hardware to private and public cloud deployments. Many customers are already running Red Hat Enterprise Linux in their datacenter, so they are familiar with the broad portfolio of software applications from Red Hat's extensive partner ecosystem. Companies choosing SAP HANA as a development platform can also enjoy the benefits of Red Hat's open source portfolio.

⁵ "Peavey Amplifies Business Intelligence," Customer Case Study, <https://www.redhat.com/en/files/resources/en-rhel-peavey-INC0271469.pdf>.



ABOUT RED HAT

Red Hat is the world's leading provider of open source software solutions, using a community-powered approach to reliable and high-performing cloud, Linux, middleware, storage, and virtualization technologies. Red Hat also offers award-winning support, training, and consulting services. As a connective hub in a global network of enterprises, partners, and open source communities, Red Hat helps create relevant, innovative technologies that liberate resources for growth and prepare customers for the future of IT.

SIMPLE, INTEGRATED SUPPORT

We're also keeping support simple. Red Hat Enterprise Linux for SAP HANA customers call SAP and, behind the scenes, SAP and Red Hat work together to identify the problem and resolve it. That's one of the benefits of a long, strong partnership that began more than 15 years ago, when Red Hat Linux became the first version of Linux certified to run SAP applications.

For companies that would like more help with SAP HANA, Red Hat offers an SAP Technical Account Manager (TAM). This specialized TAM is an SAP-trained engineer with deep experience using Red Hat Enterprise Linux for SAP HANA and Red Hat Enterprise Linux for SAP solutions. This direct relationship can help you make the most of your SAP and Red Hat investments with proactive planning, roadmap and best practices meetings, and early access to Red Hat Enterprise Linux for SAP and other Red Hat solutions.

Learn more about Red Hat Enterprise Linux for SAP HANA at redhat.com/sap, and see how it can help improve performance and simplify your IT. Contact your Red Hat sales rep today.

NORTH AMERICA
1 888 REDHAT1

**EUROPE, MIDDLE EAST,
AND AFRICA**
00800 7334 2835
europa@redhat.com

ASIA PACIFIC
+65 6490 4200
apac@redhat.com

LATIN AMERICA
+54 11 4329 7300
info-latam@redhat.com



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