



For Immediate Release  
Oct. 19, 2011

## SAP Unleashes Real-Time Analytics in the Cloud

*SAP Provides Freedom to Analyze Data at Lower Cost With  
SAP® BusinessObjects™ BI OnDemand Solution, Powered by SAP HANA™*

**BANGALORE, India — Oct. 19, 2011** — [SAP AG](#) (NYSE: SAP) today announced the launch of [SAP® BusinessObjects™ Business Intelligence \(BI\) OnDemand](#), powered by [SAP HANA™](#). The solution allows companies to quickly and cost-effectively perform detailed real-time analysis of any data, including data from on-demand solutions. The announcement was made at [SAP® TechEd 2011](#), being held in Bangalore, India, October 19-21.

Reporting and ad hoc yet detailed analyses are a challenge for casual users and companies that do not have a BI infrastructure. It is especially a challenge for companies using on-demand applications. With SAP BusinessObjects BI OnDemand, powered by SAP HANA, customers will be able to answer questions and easily interact with complete data at the speed of thought — allowing more time for doing and less time waiting. They will be able to get deeper insights about sales, customers and pipeline from any source, including on-demand applications for sales and human resources.

SAP BusinessObjects BI OnDemand, powered by SAP HANA, can be implemented quickly, as detailed data can be imported rapidly. With its in-memory computing technology, SAP HANA performs analyses on the fly, without the need to define rigid data models and aggregations ahead of time. SAP HANA provides faster time to value by eliminating these traditional implementation and maintenance tasks for BI solutions in the cloud.

The solution also provides lower cost of implementation and ownership, as customers do not need to invest in designing workarounds to improve reporting performance. Previewed earlier this year at [SAPPHIRE® NOW from Orlando](#), the SAP HANA application cloud enables customers to get up and running in minutes to support massive amounts of data. As customers' data grows, they can continue to add more reporting scenarios easily without significant investment in IT.

“With SAP BusinessObjects BI OnDemand on SAP HANA, we are bringing real-time analytics with the breakthrough capabilities of SAP HANA — enabling complex analyses, plans and simulations on real-time data — together with lower TCO, rapid time-to-value and beautiful end user experience of on-demand applications,” said Dr. Vishal Sikka, member of the SAP Executive Board, Technology and Innovation. “This is one more example of how we are bringing the power of SAP HANA to every aspect of our existing products, in addition to the entirely new applications we are building.”

### **SAP® TechEd 2011 in Las Vegas, Bangalore, Madrid, and Beijing**

More than 19,000 SAP customers, partners and technical experts are expected to convene at [SAP® TechEd 2011](#), the company's largest ecosystem education event series. The conference brings IT managers, software developers, administrators, and business process experts together for a look under the hood of today's business motors: the latest advances in in-memory and mobile technologies, and in on-premise, on-demand and on-device applications from SAP and more. In its 15<sup>th</sup> year, SAP TechEd was held in [Las Vegas, Nevada](#), from September 12-16, is being held in [Bangalore, India](#), from October 19-21, and will be held in [Madrid, Spain](#), from November 8-10, and [Beijing, China](#), from November 15-17. Follow SAP TechEd on Twitter at [@SAPTechEd](#) and join the conversation at [#SAPTechEd](#).

**Note to editors:**

Announcements, blog posts, videos and other coverage from SAP TechEd 2011 will be available in the event's newsroom at [www.sapteched.news-sap.com](http://www.sapteched.news-sap.com). To preview and download broadcast-standard stock footage and press photos digitally, please visit [www.sap.com/photos](http://www.sap.com/photos). On this platform, you can find high resolution material for your media channels. To view video stories on diverse topics, visit [www.sap-tv.com](http://www.sap-tv.com). From this site, you can embed videos into your own Web pages, share video via e-mail links and subscribe to RSS feeds from SAP TV.

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