



Newsbyte:

Leading Analyst Firm Report Evaluates SAP HANA™ in Next-Generation Architecture for SAP

SAP NEWSBYTE — Oct. 20, 2011 — Building on the strong success and momentum of [SAP HANA™](#), [SAP AG](#) (NYSE: SAP) is renewing its entire platform with an SAP HANA-led architecture road map. [Gartner Inc.](#) published a new report, titled “SAP Throws Down the Next Generation Architecture Gauntlet with [SAP] HANA.” According to the report, “This research provides CIOs, CTOs, IT planners, enterprise technology architects, application managers and project leaders with an overview of the midterm and long-term implications of SAP’s emerging technology strategy.”¹

SAP’s strategy for in-memory and cloud computing is also driving innovation within the [SAP NetWeaver® technology platform](#), the [SAP® BusinessObjects™ portfolio](#) and in every product across the board to bring these innovations to SAP and non-SAP applications, whether on premise or on demand.

“Just as in the days of SAP R/2 and later in 1992 with SAP R/3, it is great to see that Gartner has taken the time to evaluate our SAP HANA-based architecture for the benefit of our customers,” said Dr. Hasso Plattner, co-founder of SAP and chairman of the SAP Supervisory Board. “We believe this is a strong affirmation of our timeless software-based strategy of bringing non-disruptive innovation to our customers.”

“SAP HANA is pivotal to helping enterprises achieve massive simplification, renewal and true real-time performance and scale without disruption,” said Dr. Vishal Sikka, member of the SAP Executive Board, Technology and Innovation. “SAP’s continued strong performance reflects how we are delivering on our vision of bringing this innovation to renew our platforms and our entire product portfolio, as well as how we are co-innovating with our customers on entirely new frontiers — all without disruption.”

For more information, [read the full Gartner report](#).

[SAP® TechEd 2011 Bangalore](#) is being held October 19-21. Visit SAP TechEd Online to [watch a replay of Sikka’s keynote](#).

For more information visit the [SAP HANA](#) and [SAP NetWeaver](#) pages on sap.com. Follow SAP on Twitter at [@SAPInMemory](#) and [@sapnews](#). For more information, visit the [Technology and Platform newsroom](#).

¹Gartner, “SAP Throws down the Next Generation Architecture Gauntlet with HANA” by Massimo Pezzini and Daniel Sholler, October 13, 2011

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 15th 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](#).