

SAP Analytics: Deriving Business Insights with Hadoop



Partner Brief



Enterprises, large and small are adopting Big Data infrastructures to collect new types of data to improve their business. However, data is being generated at such an increasing scale and volume that businesses are challenged in extracting and finding valuable insights.

The integration of SAP Analytics applications such as SAP Predictive Analytics, SAP Lumira and SAP Business Objects with the Hortonworks Data Platform (HDP) helps enterprises utilize new types of data such as sensor data, weblogs and other to derive precious nuggets that can positively impact the bottom line. With SAP and HDP, enterprises benefit from the best balance of both solutions allowing them to analyze data more deeply and from different perspectives thereby providing a holistic business overview.

HDP is the only completely open, enterprise-grade Apache™ Hadoop platform available. HDP integrates to and complements SAP systems enabling maximum value from Big Data with little impact to existing data architectures. With the SAP analytics solution that includes SAP Predictive Analytics, SAP Lumira and SAP Business Objects, users can leverage their existing skill sets to harness the power of Hadoop.

SAP Predictive Analytics uncovers hidden information from your data, creating additional attributes that make your predictive algorithms more accurate. And calculations are quick since SAP Predictive Analytics processes data directly on Hadoop. All this is done quickly and easily through a simple graphical user interface that enables Data Analysts to generate predictive models using advanced analytics while Data Scientists can apply their skillset to refine these models when and where it can have maximum impact (including directly using R).

SAP Lumira connects to your data in Hadoop through HIVE or through the SAP Lumira open data connectivity API and enables enterprises to make the most of their Big Data by performing data wrangling. SAP Lumira provides data visualization in the form of graphs, heat maps, scatter charts or any custom visualizations that users can define (thru our SDK). Enterprise users can use SAP Business Objects for centralized management, administration and security with Lumira. And Business Objects universes can connect to data in Hadoop, thus letting users access Big Data from the BI clients they are already familiar with (Web Intelligence, Crystal Reports, SAP Dashboards).

Together SAP and Hortonworks enable enterprises to gain quick, rapid insights into their business for all types of data at an unparalleled scale.

What Business Challenges are Solved?

Comprehensive Solution for All Types of Data

The combination of SAP HANA and HDP provides a comprehensive solution that handles very fast access to data all the way to massive volumes of data – enabling innovation at all levels of business.

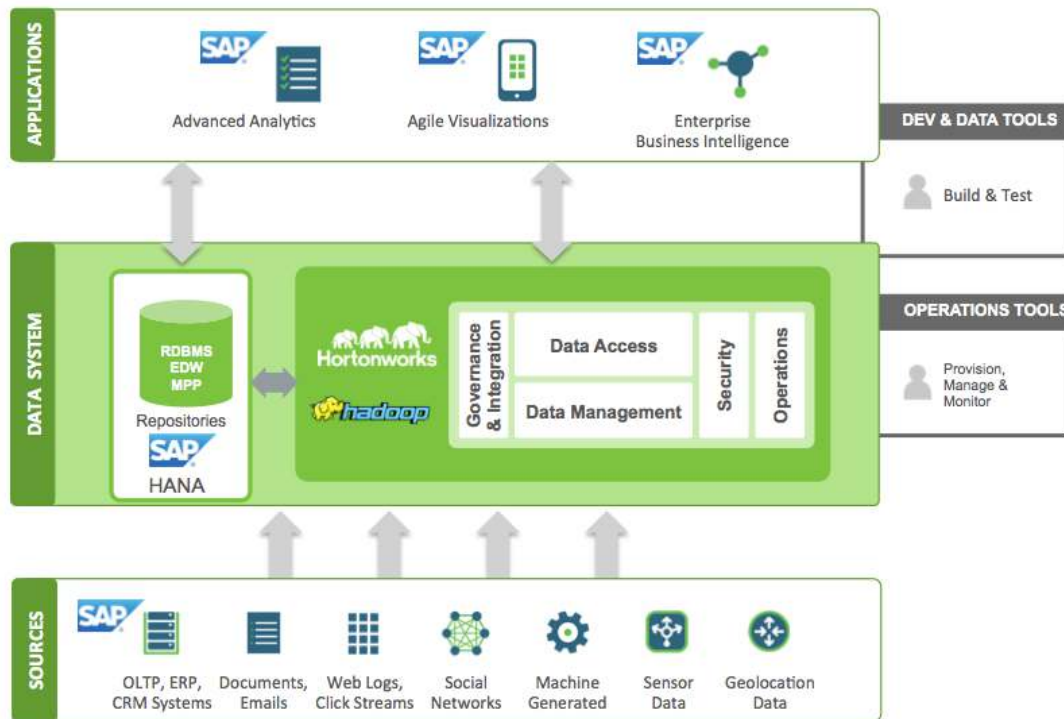
Minimal Impact to Users and Architectures

The SAP Analytics solutions, SAP Predictive Analytics, SAP Lumira and Business Objects maintain a well-known interface to users augmented with the data mining of Hadoop.

Massive Scale

Existing SAP based data architectures are now extended to do analysis on a variety of data types and formats at the very large scale and volume of HDP.

SAP Analytics in the Modern Data Architecture



Features and Benefits of the Combined Solution

- Derive insights across Big Data and traditional sources with one integrated solution
- Leverage Smart Data Access to data directly in Hadoop without needing to replicate it in HANA
- Extensible solution that can expand from visualizations to predictive analytics, to real-time analytics, as much or as little as you need
- SAP Analytics tools enable trusted data discovery to give business users a single version of the truth

The Power of SAP Analytics Extended to HDP

SAP Predictive Analytics, SAP Lumira and SAP Business Objects support connectivity to the Hortonworks Data Platform to enable support for Big Data.

SAP is a Certified Technology Partner

The Hortonworks Certified Technology Program reviews and certifies technologies for architectural best practices, validated against a comprehensive suite of integration test cases, benchmarked for scale under varied workloads and comprehensively documented.



Hortonworks. We do Hadoop.

Hortonworks is a leading commercial vendor of Apache Hadoop, the open source platform for storing, managing and analyzing Big Data. Hortonworks Data Platform, our distribution of Apache Hadoop, provides an open and stable foundation for enterprises and a growing ecosystem to build and deploy Big Data solutions.

Hortonworks is the trusted source for information on Hadoop, and together with the Apache community, Hortonworks is making Hadoop an enterprise data platform. Hortonworks provides unmatched technical support, training and certification programs for enterprises, systems integrators and technology vendors.

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