Solution Brief

Simplified, real-time analytics for every business

Big Data affects more than just big business

Corporations and agencies have been inundated with warnings about the daunting deluge of data that is flooding businesses. Finding an advantage in that data is critically valuable, not just for huge corporations with massive data analytics budgets, but increasingly for companies and agencies who may not be "big", but have Big Data needs.

Mid-size organizations are looking for a competitive edge, trying to find ways to manage and make sense of the volumes of data coming their way. In-memory analysis is a promising technology for extremely rapid insights that could address this dilemma, but most have thought that large scale, predictive, real-time analysis of wide ranging data sources was out of reach of limited IT budget and resources.

But with or without budget and resources, the need remains. By analyzing data – ERP files, marketing and sales results, demographic readouts, etc. – organizations can fine tune their operations in near real-time, building a substantial competitive advantage and organizational efficiencies. Imagine the possibilities if you could:

- Have sales associates run their own real-time analytics reports on their territories, pulling data from prior year business;
- Pinpoint target markets for an upcoming promotion with exacting precision;
- Predict the number of risky loans that you could expect in the next two quarters;
- Anticipate customer tendencies by in-depth analysis of social media, correlated with historical transactional data.

This type of insight has, in the past, required enormous IT budgets and a staff of specialists. However, that digital divide is about to change!

Introducing Dell Validated System for SAP HANA Edge

Dell and SAP have a long history of partnership bringing data analysis solutions to businesses and agencies of all sizes. The **Dell Validated System for SAP HANA Edge** is the latest evolution in real-time analytics platforms engineered and sized for mid-market implementations. Dell is the first to offer this easy-to-deploy and easy-to-manage system that makes advanced analytics accessible to the entire organization. The appliance enables report consolidation and self-service analytics to dramatically reduce the costs associated with business insights while improving overall reporting services levels.

The Dell Validated System for SAP HANA Edge offers blazing in-memory analytics, just like SAP HANA Enterprise Edition, but at a much lower entry investment. It is designed specifically for analytics processing, providing access to near real-time analysis of a wide range of data to a broad market of mid-size and small businesses, organizations and agencies.

Rather than using separate transactional and analytical applications built on separate platforms, the Dell Validated System for SAP HANA Edge delivers self-service reporting and analytics to business users in a simple, integrated appliance. The Dell Validated System for SAP HANA Edge can pull data from multiple sources and load in-memory enabling real-time predictive analytics for

Dell Validated System for SAP HANA Edge

The power of SAP HANA in-memory data analytics, sized to meet the needs of mid-sized organization, is now available exclusively from Dell.

The Dell Validated System for SAP HANA Edge provide a pre-integrated package of award-winning, high performance Dell PowerEdge hardware, SAP HANA, Edge Edition in-memory analytics software, SAP Predictive Analytics suite, SAP Lumira advanced visualization software and unique Dell Jumpstart Business Adoption services designed to bring you to productivity in the shortest time possible.

Each deployment configuration comes standard with:

- Dell PowerEdge R730 server w/dual Intel E5v4 processors, up to 768GB RAM, and up to 10TB of disk storage
- SAP HANA, Edge Edition software and Linux O/S
- SAP Predictive Analytics Suite, Edge Edition
- Predictive analytics library for fast time to value
- SAP Lumira advanced visualization software
- Unique Dell Jumpstart Services
  - Certified SAP HANA, Edge Edition implementation
  - Data migration services
  - DBA training
  - Business adoption workshops

direct use by the non-technical departmental user. This reduces data and infrastructure sprawl by aggregating and eliminating disparate machines that IT must manage and support. Embedded business logic replaces separate staging and query platforms. BI costs are reduced via data centralization, report standardization, and less end user support requirements. Future-ready expansion and flexibility is delivered via the appliance model – new implementations are as simple as ordering another appliance.

With the Dell Validated System for SAP HANA Edge, delayed reports, addressing new business reporting needs and poor end-user performance are eliminated with simplified, streamlined process & architecture. Because it focuses explicitly on data analysis, without the transactional database for applications found in SAP HANA Enterprise Edition, the Dell Validated System for SAP HANA Edge is the perfect software platform for data-marts, development, and real-time in-memory analysis for smaller companies, organizations, agencies or corporate divisions.

More than just a high performance analysis platform

The Dell Validated System for SAP HANA Edge is a complete data analysis bundle that not only delivers blazing fast data manipulation capabilities, but also simplified reporting capabilities that allow for easy development of ad hoc, programmed and self-service reports.   Dell is the first to market with a validated system for SAP HANA Edge, offering an in-memory data-mart that provides built-in reporting logic, point-and-click predictive analytics with built-in SAP Predictive Analytics Suite, Edge Edition and libraries, and advanced visualization software delivered with Dell's best-in-class hardware, as well as business adoption services that include integration services for database, migration, training, and business adoption workshops.

SAP Lumira Advanced Visualization

A picture is worth a thousand words

SAP Lumira advanced visualization software quickly provides strong visual representation of data being analyzed. Drawing on pre-built and integrated libraries of visualization reports, any user can quickly and easily translate reams of data into heat maps, scatter charts, bar graphs, or any number of simple to create reports structures. SAP Lumira is standard with the Dell Validated System for SAP HANA Edge, and is pre-integrated into the system, ready for use upon delivery.

Engineered for fast time to value

A data analytics solution is only valuable if you can use it. The Dell Validated Sytems for SAP HANA Edge are all pre-integrated, and ready to run upon delivery. But Dell goes one step further to ensure you get productive in the shortest time possible. Dell Jumpstart Services provide onsite implementation, training, data migration and business adoption seminars to make your deployment seamless, efficient and fast.

With the Dell Validated System for SAP HANA Edge, it's easy to manage your business, rather than spending an inordinate amount of time and money managing your data. The Dell Validated System for SAP HANA Edge delivers a single source of truth with easy access to reporting that can transform any organization. The Dell Validated System for SAP HANA Edge finally makes this power affordable to any business that wants to cut through the data deluge, no matter what size. Contact your Dell representative to set up a consultation session to configure your Dell Validated System for SAP HANA Edge!

To learn more about the innovative Dell Validated System for SAP HANA Edge, visit our learning site at http://www.dell.com/SAP.