

# Consulting the future

SAP HANA\* Procedural and Service Model\*, supported by Intel® Xeon® processor E7 family, boosts consulting revenue for Computacenter



“Being able to offer Consult & Change\* services for SAP HANA based on the Intel Xeon processor E7 family is an important strategic move for Computacenter. Ultimately, we will be able to generate new revenue streams and develop much closer relationships with our customers.”

Rene Stolte,  
Solution Manager – Dynamic Datacenter,  
Computacenter

## CHALLENGES

- **Addressing needs.** Computacenter wanted to meet increasing customer demand for best practice in developing a business case and roadmap for implementing SAP HANA

## SOLUTIONS

- **Best approach.** Computacenter introduced its SAP Procedural and Service Model to help customers identify the best SAP HANA appliance, based on the Intel® Xeon® processor E7 family, to suit their SAP platform strategies, together with a roadmap for installation
- **Intel Xeon processor features.** Several features of the Intel Xeon processor E7 family make it the ideal platform for performance, reliability and availability, as well as energy efficiency

## IMPACT

- **Up and running.** Within the first month of launching its SAP HANA Procedural and Service Model, Computacenter had signed up three customers
- **Boosting revenue.** Thanks to the new service, Computacenter will benefit from new revenue streams and stronger customer relationships

## Meeting demands

Computacenter is Europe’s leading provider of IT infrastructure services. It advises corporate and government organizations on their IT strategies, implements the most appropriate technology from a wide range of leading vendors and, if required, manages their technology infrastructures on their behalf.

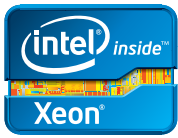
Its business is split across three main areas: Manage & Transform\*, providing maintenance, support and transformation management; Consult & Change\*, providing guidance on improving IT infrastructures and business outcomes; and Source & Deploy\*, implementing technology and full lifecycle management.

Consult & Change – in particular, Computacenter’s Dynamic Datacenter\* services – offer guidance to customers on how to optimize their data centers to increase efficiency and business agility and reduce operational costs and carbon footprint. In response to increasing customer demand, Computacenter Dynamic Datacenter services recently introduced a Procedural and Service Model to offer customers advice and best practice in implementing SAP HANA.

## The SAP HANA appliance

SAP HANA is a flexible, data-source-independent appliance that allows users to analyze large volumes of data in real time without having to perform conversions. Its in-memory data storage concept significantly accelerates data access and processing rates. Organizations hope that SAP HANA will help them meet the big data challenge by turning vast amounts of previously unanalyzed data into valuable insights on customer behavior and business trends, among other things.

However, the SAP HANA appliance is virtually brand new, with development ongoing, presenting a formidable challenge to IT departments. Rene Stolte, solution manager, Dynamic Datacenter at Computacenter, explains: “Many of our customers recognize the strategic relevance of SAP HANA but they don’t yet have a business case or the know-how to find the right appliance for their needs, whether that’s Cisco, IBM or HP. Our SAP HANA Procedural and Service Model is designed to guide customers through these initial adoption stages, defining a SAP HANA business case, as well as roadmap for installation.”



# Features of the Intel Xeon processor E7 family made it the ideal platform for SAP HANA

## Underpinned by Intel

At an early stage in the development of SAP HANA, SAP chose to certify the SAP HANA appliance exclusively on the Intel Xeon processor E7 family for best performance, reliability and availability. Several features of the Intel Xeon processor E7 family make it the ideal platform for SAP HANA:

- Non-Uniform Memory Access (NUMA) decreases contention among processors for memory-access bandwidth. SAP HANA takes advantage of NUMA by assigning processor affinity and data placement
- Intel® Hyper-Threading Technology (Intel® HT Technology)<sup>1</sup> enables each processor core to handle two instruction streams simultane-

ously. SAP HANA takes advantage of this feature by performing work in parallel where possible and avoiding sequential processing

- Intel® Turbo Boost Technology<sup>2</sup> allows processor cores to run faster than the base operating frequency under certain conditions. SAP HANA takes advantage of this feature automatically
- Intel® Intelligent Power Technology automatically regulates power consumption to combine industry-leading energy efficiency with intelligent performance. SAP HANA also takes advantage of this feature automatically

In addition to the Intel Xeon processor E7 family, all SAP HANA appliances run on the SUSE Linux\* operating system and SAP

## Lessons Learned

As more organizations look to harness the benefits of big data analysis, Computacenter believes there will be increasing demand for the SAP HANA appliance based on the Intel Xeon processor E7 family. While many organizations are already sold on the strategic benefits of SAP HANA, they still struggle to develop a compelling business case and installation roadmap. Computacenter's SAP HANA Procedural and Service Model addresses these customer needs, enabling consultants to develop closer customer relationships and increase revenue.

analysis software. On the surface, organizations may be fooled into thinking that all SAP HANA appliances are the same, but Stolte warns against this approach. "At first glance, the solutions delivered by SAP HANA appliance manufacturers are identical. On closer inspection, however, differences are clearly discernible, with some appliances suiting certain platform strategies more than others. Our Procedural and Service Model helps customers identify the best appliance for their needs."

## Computacenter's approach

Platform selection workshop	Test on TAB	Data migration	Operational support
<ul style="list-style-type: none"> <li>▪ Business case</li> <li>▪ Optimization potential</li> <li>▪ Technology alternatives</li> <li>▪ Key performance indicators</li> </ul>	<ul style="list-style-type: none"> <li>▪ Complete platform</li> <li>▪ Comparison of old and new (with HANA) bandwidth</li> <li>▪ Measurable results</li> <li>▪ Customer-specific business processes</li> </ul>	<ul style="list-style-type: none"> <li>▪ Tool-supported data analysis</li> <li>▪ Data optimization</li> <li>▪ Data export</li> <li>▪ Transfer to new repository</li> </ul>	<ul style="list-style-type: none"> <li>▪ At customer site</li> <li>▪ Remote</li> <li>▪ Trained Computacenter specialists</li> </ul>

### Platform selection workshop

In a shared workshop, Computacenter defines and fleshes out the intended application scenario and describes the business case. It then illustrates the options for the technical optimization of the existing business warehouse environment, comparing SAP HANA with other technologies and providing an overview of the available appliances. Finally, it discusses operational aspects such as system stability, backup and recovery, and scalability.

### Proof of concept (PoC)

The Test and Business Lab\* (TAB\*) offers customers both a procedural model and a business-wide appliance for PoC implementation. Customers can either run ready-made test scenarios or incorporate their own specific requirements into the test environments with Computacenter's help. The workshop findings are implemented in the test scenario and key performance indicators (KPIs) defined with the customer.

This facilitates the comparison of classic SAP environments and SAP HANA and evaluates the benefits for customer-specific business processes. It also provides a clear picture of the effects of using SAP HANA on SAP operation and data management.

### Data analysis and migration

The HANALYZER\* offers customers a repository tool for analyzing and optimizing the data-server tier in the SAP Business Warehouse\* together with customer relationship management software. It can be used to pinpoint where the SAP Business Warehouse can be trimmed down through the use of SAP HANA. This allows performance to be optimized and enables future development and operating costs to be reduced significantly.

### Operational support

SAP HANA experts provide initial start-up support to make operating structures SAP HANA-compatible and to ensure the necessary operational reliability. Long-term support for the operation of SAP HANA systems or the SAP system landscape as a whole can also be provided.

## New revenue streams

Within the first month of launching its SAP HANA Procedural and Service Model, Computacenter had signed up three customers - large, well-known organizations from the chemical, automotive and utility sectors. It is working with each of these customers to develop a business case and roadmap for the installation of SAP HANA.

"Being able to offer Consult & Change services for SAP HANA based on the Intel Xeon processor E7 family is an important strategic move for Computacenter. Ultimately, we will be able to generate new revenue streams and develop much closer relationships with our customers."

Visit Intel's Technology Provider website at [www.inteltechnologyprovider.com](http://www.inteltechnologyprovider.com).

Find the solution that's right for your organization. Contact your Intel representative, visit Intel's Business Success Stories for IT Managers ([www.intel.co.uk/itcasestudies](http://www.intel.co.uk/itcasestudies)) or explore the Intel.co.uk IT Center (<http://www.intel.co.uk/itcenter>).

Copyright © 2012 Intel Corporation. All rights reserved. Intel, the Intel logo, Intel Xeon, and Xeon inside are trademarks of Intel Corporation in the U.S. and other countries.

<sup>1</sup> Intel® Hyper-Threading Technology Requires an Intel® Hyper-Threading Technology-enabled system; consult with your PC manufacturer. Performance will vary depending on the specific hardware and software used. Not available on all Intel® processors. For more information, including details on which processors support Intel HT Technology, visit <http://www.intel.com/go/ht>

<sup>2</sup> Intel® Turbo Boost Technology 2.0 Intel® Turbo Boost Technology 2.0 requires a system with Intel® Turbo Boost Technology. Intel Turbo Boost Technology and Intel Turbo Boost Technology 2.0 are only available on select Intel® processors. Consult your server manufacturer. Performance varies depending on hardware, software, and system configuration. For more information, visit <http://www.intel.com/go/turbo>

This document and the information given are for the convenience of Intel's customer base and are provided "AS IS" WITH NO WARRANTIES WHATSOEVER, EXPRESS OR IMPLIED, INCLUDING ANY IMPLIED WARRANTY OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, AND NON-INFRINGEMENT OF INTELLECTUAL PROPERTY RIGHTS. Receipt or possession of this document does not grant any license to any of the intellectual property described, displayed, or contained herein. Intel® products are not intended for use in medical, lifesaving, life-sustaining, critical control, or safety systems, or in nuclear facility applications.

Software and workloads used in performance tests may have been optimized for performance only on Intel microprocessors. Performance tests, such as SYSmark and MobileMark, are measured using specific computer systems, components, software, operations, and functions. Any change to any of those factors may cause the results to vary. You should consult other information and performance tests to assist you in fully evaluating your contemplated purchases, including the performance of that product when combined with other products. For more information go to <http://www.intel.com/performance>

\*Other names and brands may be claimed as the property of others.