Sap 2014: Reaching For The Cloud

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Itinerary

Executive Overview
- Company Background
- Strategic Issues
- Key Questions
- Recommendation

Industry Analysis
- Porter's Five Forces
- Strategic Insight
  - Opportunities
  - Threats

Company Analysis
- Core Competencies
- Value Chain Analysis
- Cloud Overview
- Acquisitions

Strategic Decision
- Alternatives
- Pros and Cons
- Recommendation
- Additional Insight
- Q&A

Reaching for The Cloud

SAP

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SAP Overview

- SAP is a multinational software corporation headquartered in Walldorf, Germany.

- The firm develops business software, including e-business and enterprise management software.

- SAP also consults on organizational usage of its applications software, and provides training services.

- SAP is one of the largest software developers for ERP and other business management tools.

SAP HANA

- In 2010, HANA was developed in cooperation with Hasso Plattner Institut, an IT engineering university.

- HANA is created to operate independently, since it will compete with SAP's historic products.

- HANA is a platform that provides a variety of real-time data modeling and analytics for SAP's clients.

- HANA is also targeted as the platform to transition SAP's various services to the cloud.