

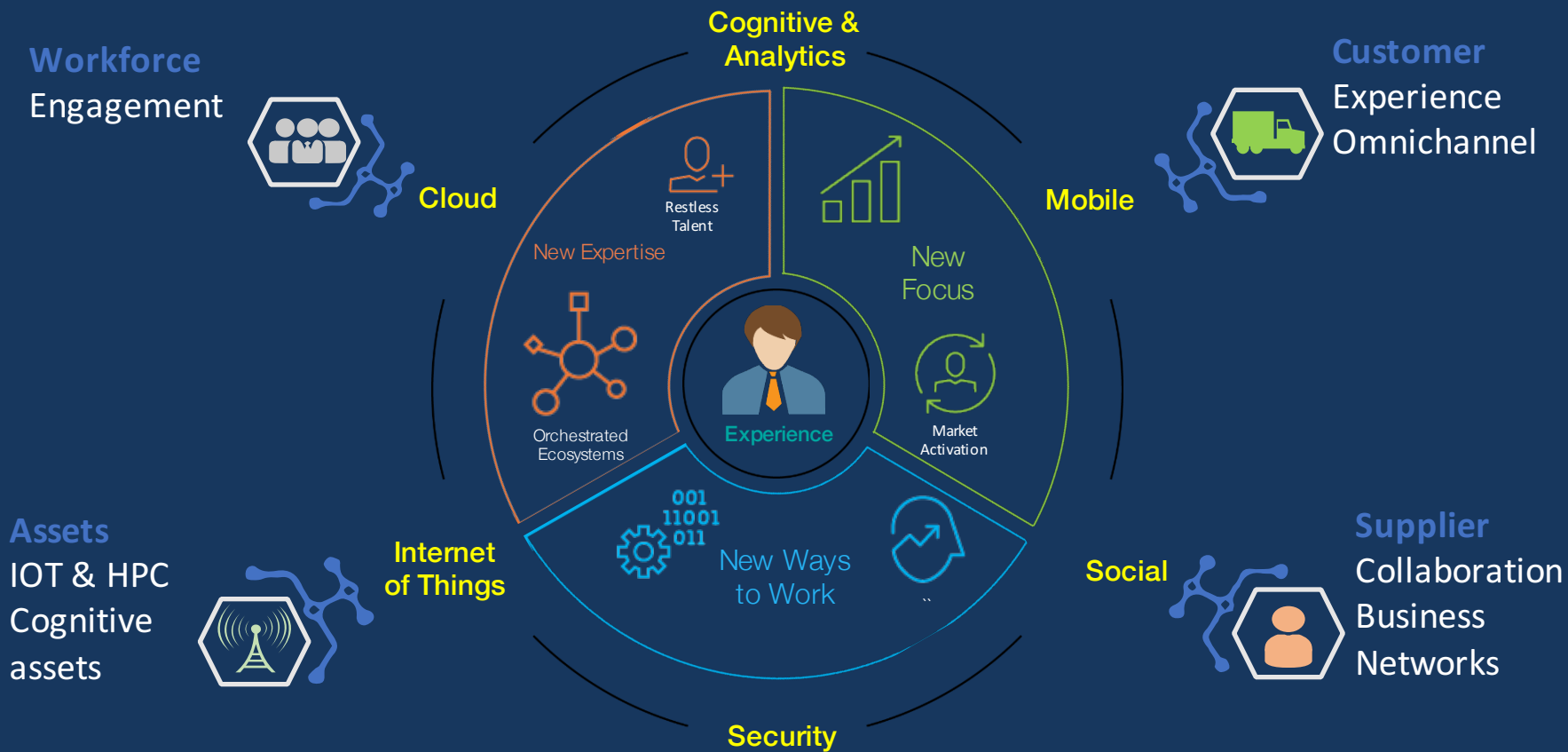
IBM APRESENTA

19^a CONFERÊNCIA ANUAL 2016



O ROADMAP PARA TRANSFORMAR O
SEU NEGÓCIO COM **SAP**[®]





IBM and SAP are building solutions that...

Bring the best of IBM

- Cognitive** — IBM Cognitive Solutions + Analytics Solutions from SAP
- Mobile** — Apple + IBM
- Engaging** — aperto X;O iX RESOURCE AMMIRATI IBM Interactive Experience

Integrate to the best of SAP

SAP HANA Cloud Platform

- SAP S/4 HANA
- successfactors™ An SAP Company
- hybris software An SAP Company
- CONCUR
- ARIBA®

With proven Deployment Models

- HANA Enterprise Cloud
- SAP HANA on IBM Power Systems



**QUAIS
CAMINHOS
PARA A
MINHA
JORNADA
SAP HANA?**

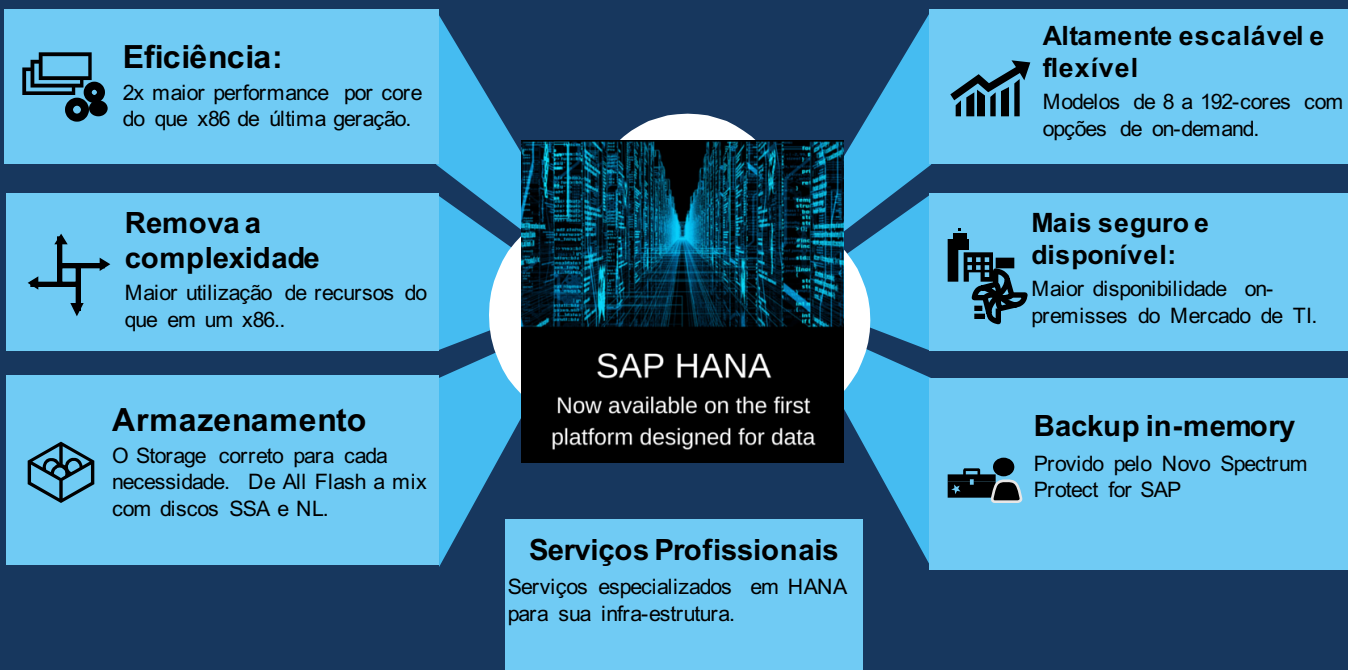


A IBM PODE TE
LEVAR RUMO AO
SAP HANA...

EM IBM POWER



POWER PARA SEU HANA ON PREMISES



HANA on Power é mais eficiente, seguro e escalável, ajudando na redução de custo da infraestrutura no seu datacenter.

■ Flexibility

- Industry leading, low overhead virtualization included by default, not an option with high overhead and artificial constraints unsuitable for production workloads
- Capacity on Demand
- Partition isolation allowing prod, non-prod and HA to be intermixed

■ Delivering the reliability required by mission critical systems

- HANA needs 30 to 40x memory of conventional DBs – Power delivers comprehensive memory protection by default , not as an option
- Historic fault resilience, dynamic component deallocation, on the fly repair and fault isolation are unmatched in open systems

■ Performance

- Packing more HANA throughput into few cores leaves room for other requirements, reduces datacenter footprint and environmentalals
- Over 3x memory bandwidth, 8 threads per core deliver consistent HANA response time, even during Delta Merge processing

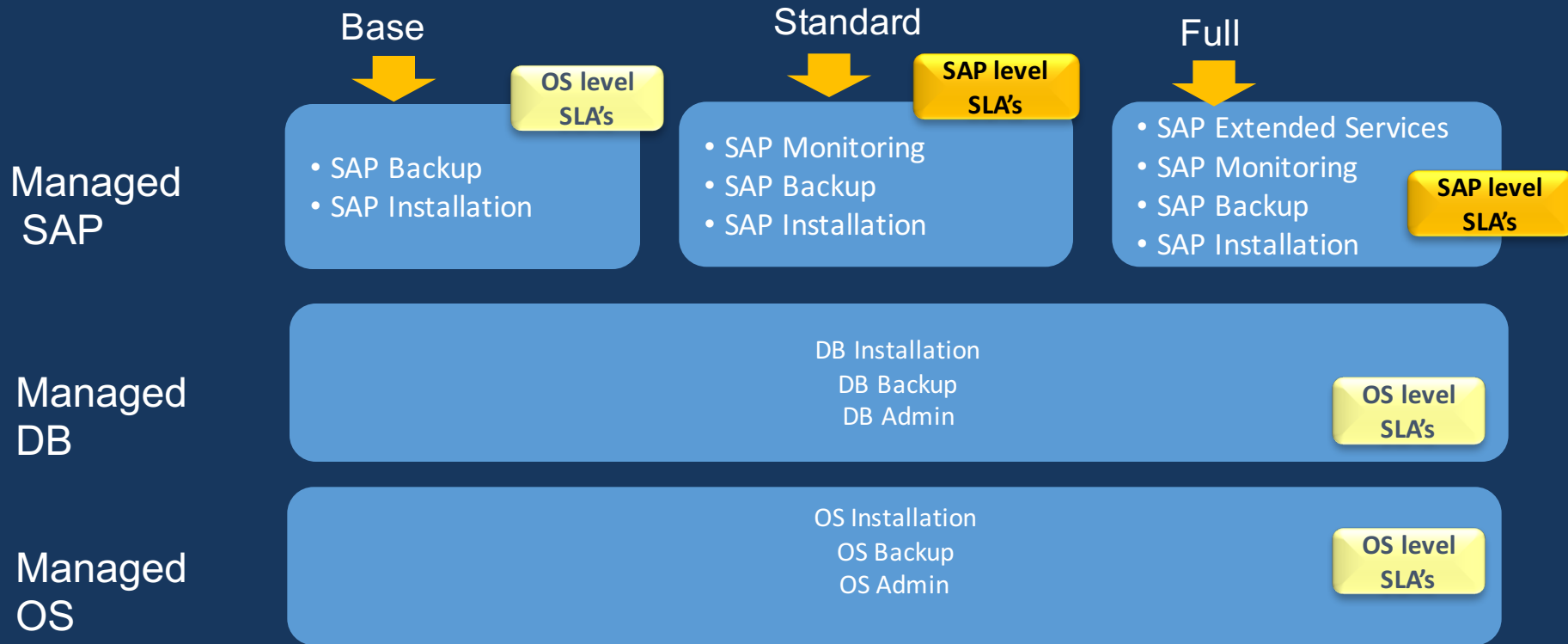
<u>RAS Feature</u>	<u>POWER8</u>	<u>x86</u>
Application/Partition RAS		
Live Partition Mobility	Yes	Yes
Live Application Mobility	Yes	Yes, support issues
Partition Availability priority	Yes	No
System RAS		
OS independent First Failure Data Capture	Yes	EX – MCA Recovery
Memory Keys (including OS exploitation)	Yes	No
Processor RAS		
Processor Instruction Retry	Yes	No
Alternate Processor Recovery	Yes	No
Dynamic Processor Deallocation	Yes	No
Dynamic Processor Sparing	Yes	No
Memory RAS		
Chipkill™	Yes	Yes, some vendors
Survives Double Memory Failures	Yes	Yes, optional
Selective Memory Mirroring	Yes	No
Redundant Memory	Yes	Yes
I/O RAS		
Extended Error Handling	Yes	No
I/O Adapter Isolation (PI-Bus and TCEs)	Yes	No

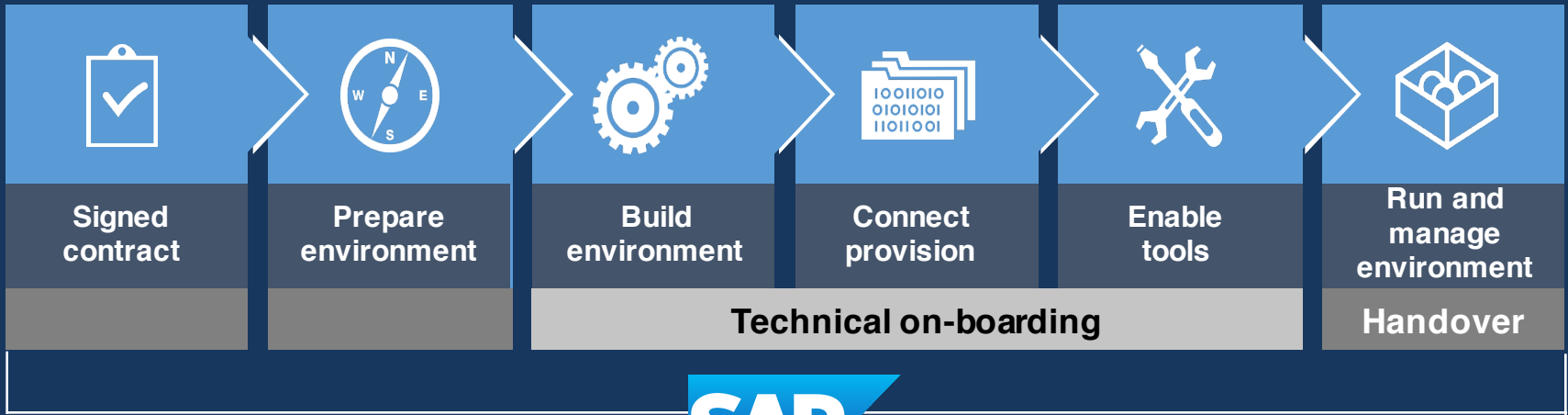
E, A IBM TE LEVA RUMO A CLOUD



CLOUD GERENCIADA PARA SAP

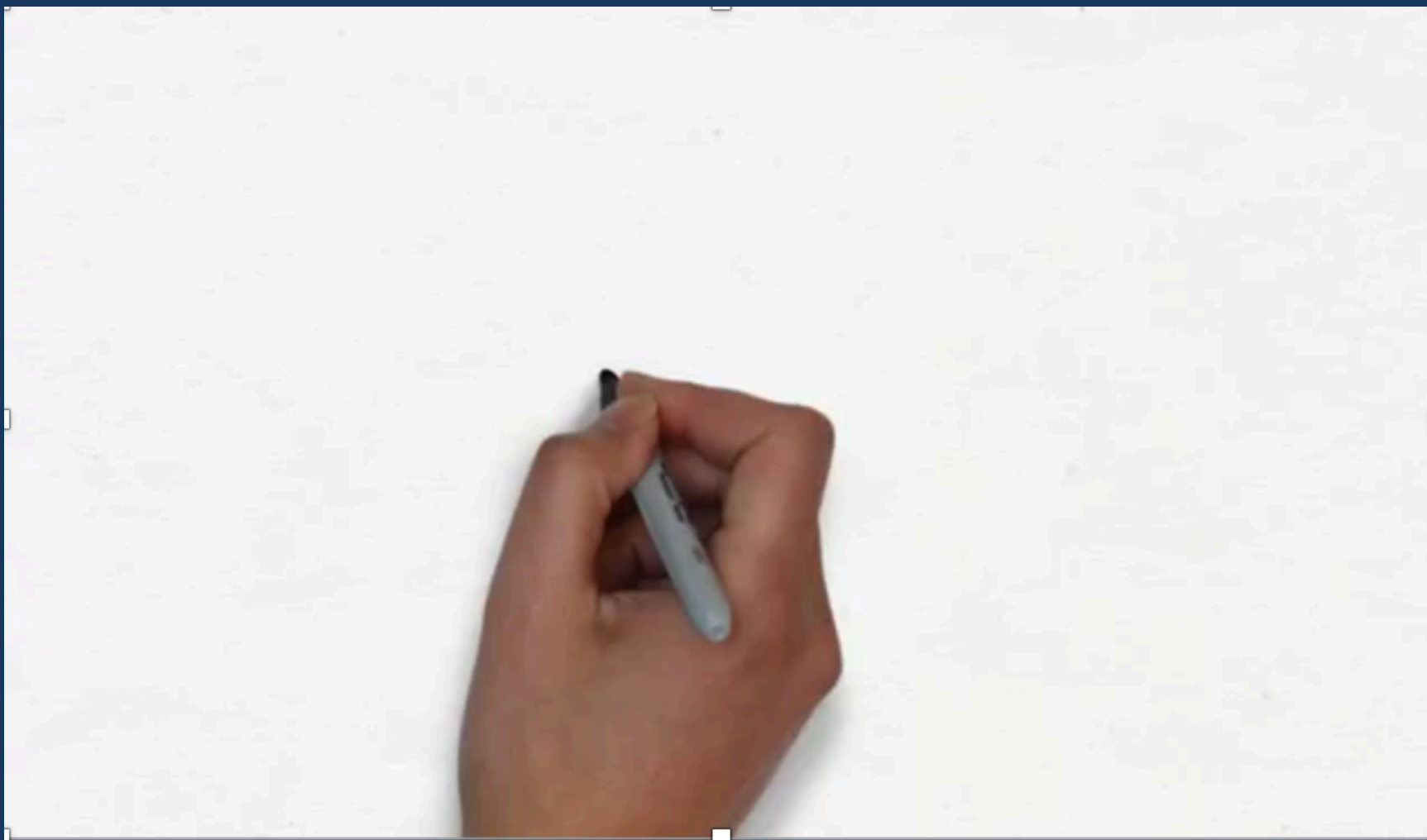








Reforçam parceria
em direção a transformação digital

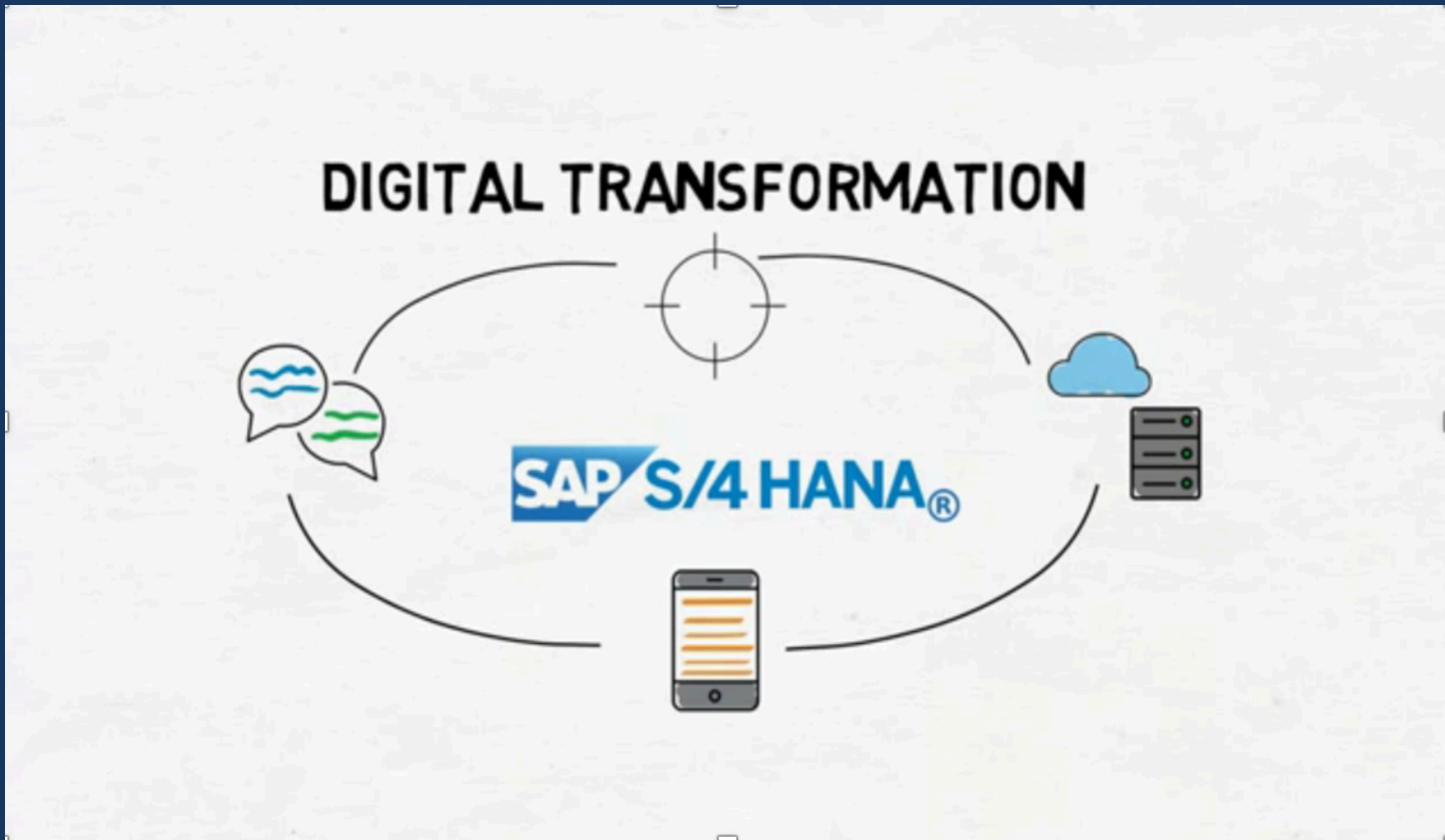






43 YEARS!

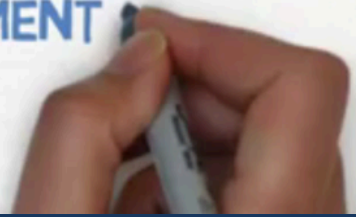
****THE IBM AND SAP
PARTNERSHIP FOR
DIGITAL TRANSFORMATION****







REAL SOLUTIONS
REAL REQUIREMENT



IBM AND SAP

INDUSTRY FOCUSED



COGNITIVE CAPABILITY



ANALYTICS SOLUTIONS
FROM SAP

ENGAGING EXPERIENCES



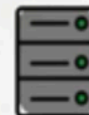
MOBILE APPS



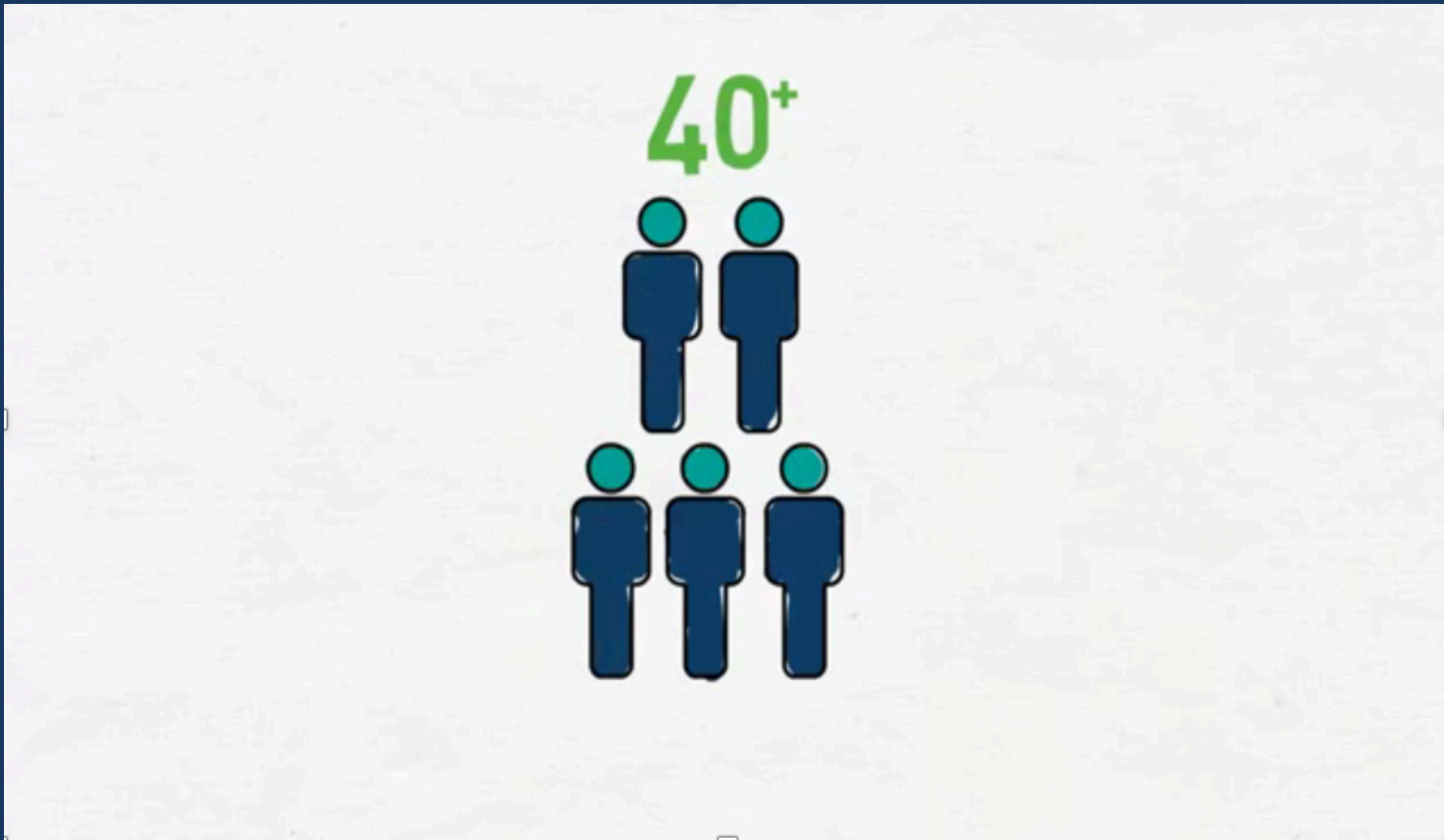
CLOUD INFRASTRUCTURE



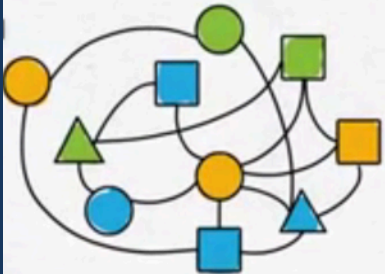
SAP HANA
ENTERPRISE CLOUD



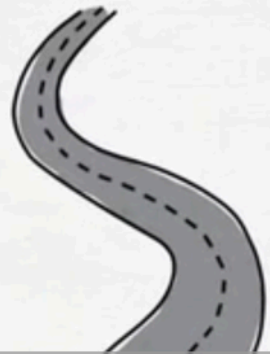
SAP HANA
VERSION FOR IBM
POWER SYSTEMS ARCHITECTURE

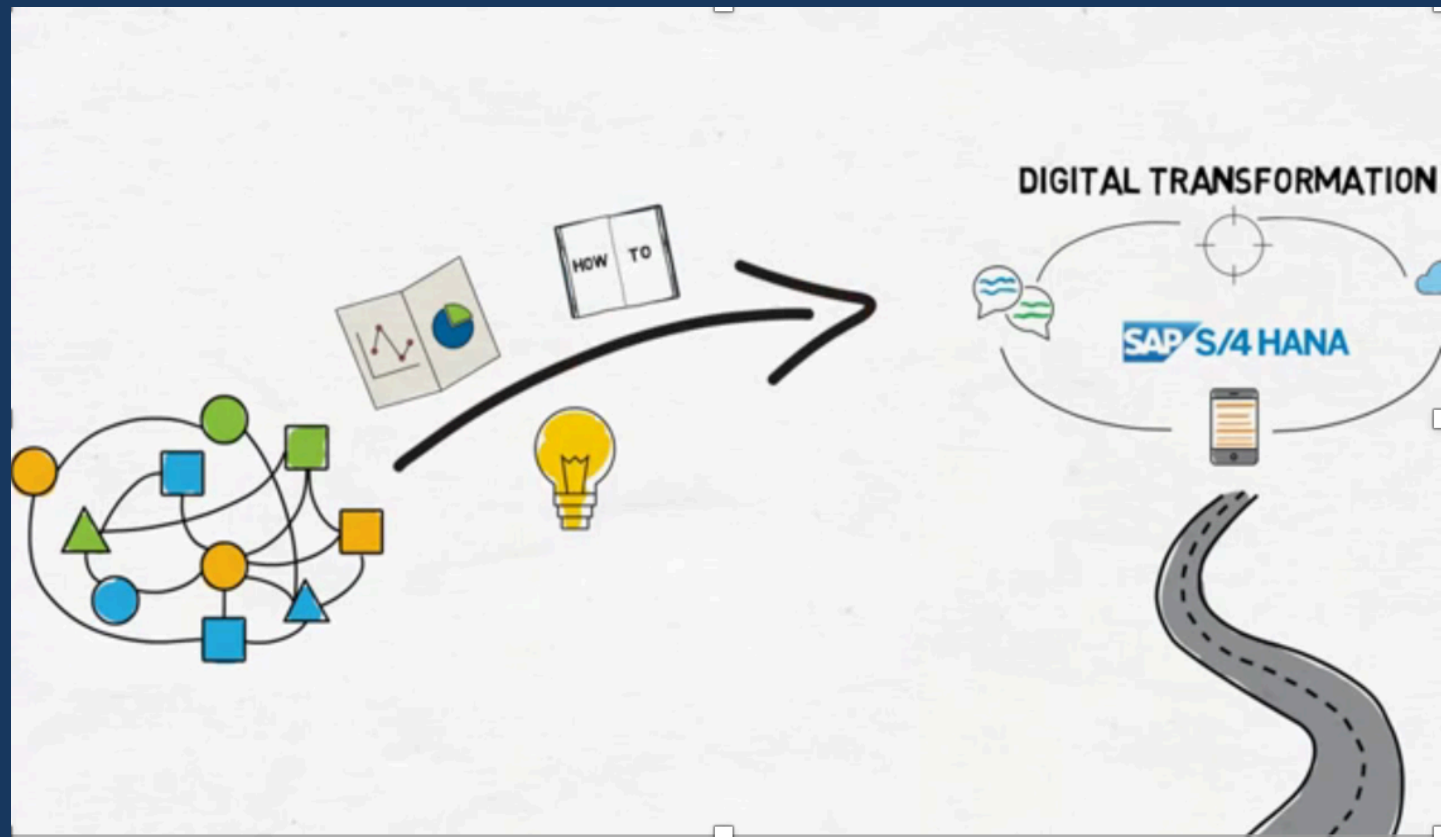


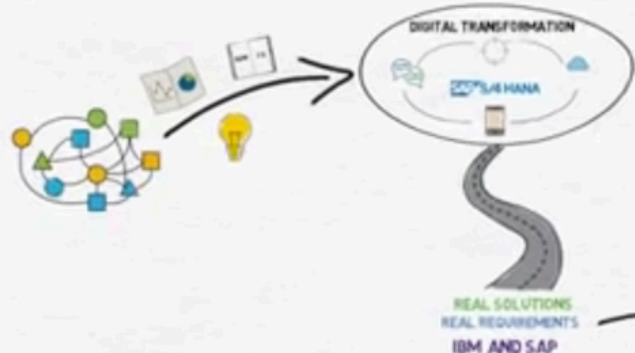




DIGITAL TRANSFORMATION







SEE THEM AT SAP SAPPHIRE NOW MAY 17-19, 2016

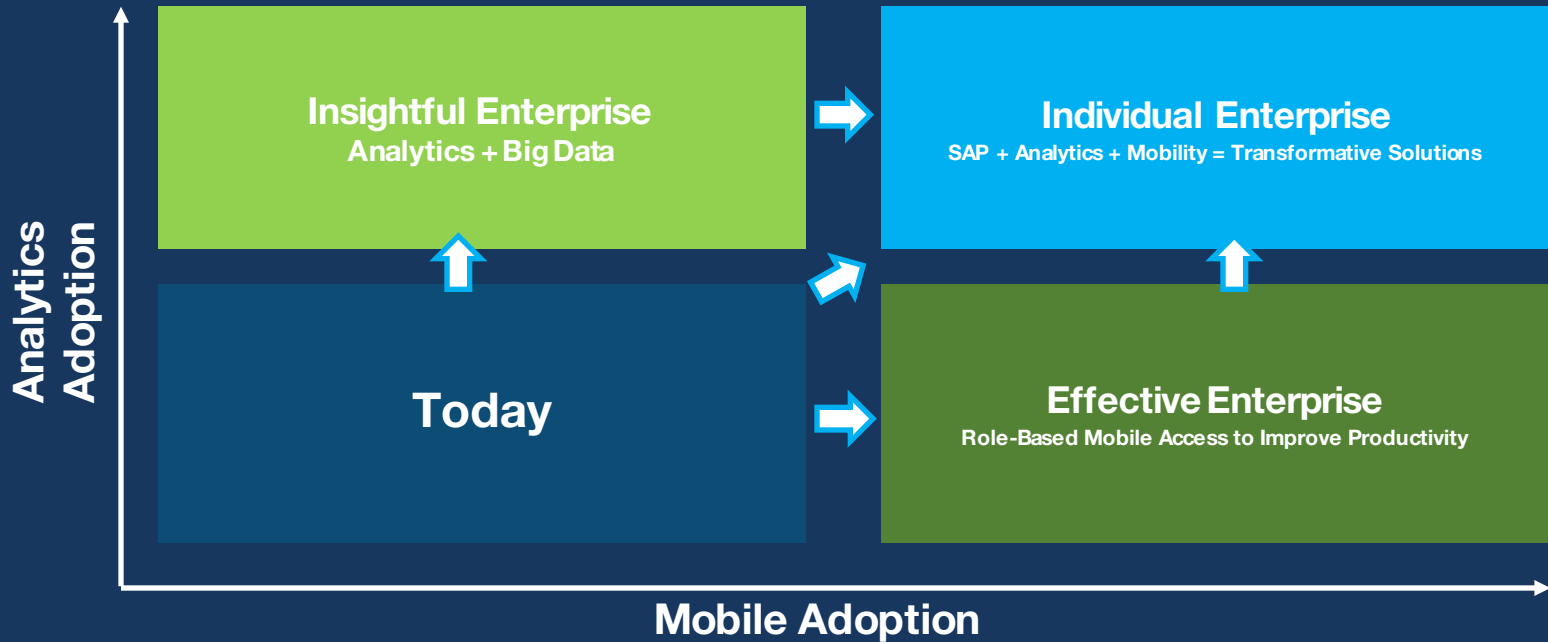


43 YEARS!
THE IBM AND SAP PARTNERSHIP FOR DIGITAL TRANSFORMATION

WWW.IBM-SAP.COM/DIGITAL_TRANSFORMATION



43 YEARS!

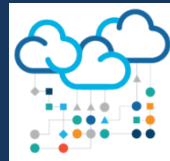


Digital Transformation Programme Objective:

To simplify and speed outcomes for clients evolving to become Cognitive enterprises



Hybrid Cloud



Delivering industry focused solutions and analytics



Focusing on user experience



Changing the way services are delivered and consumed



From on-premise solutions



From process-oriented solutions

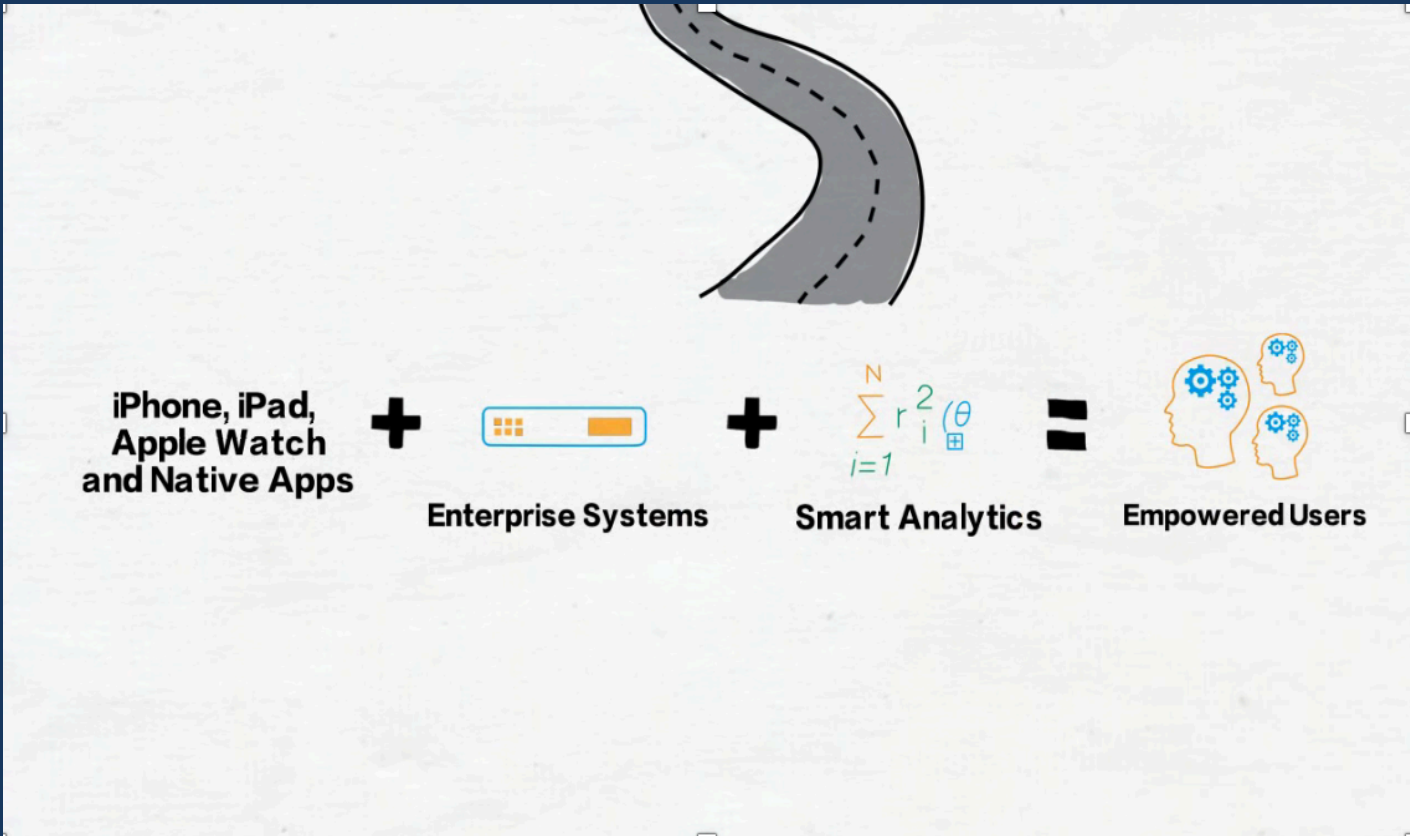


From system focus

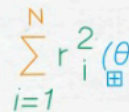
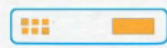


From inflexible models and rigid methodologies





iPhone, iPad,
Apple Watch
and Native Apps



Enterprise Systems

Smart Analytics

Empowered Users

IBM

SAP

IBM MobileFirst for iOS

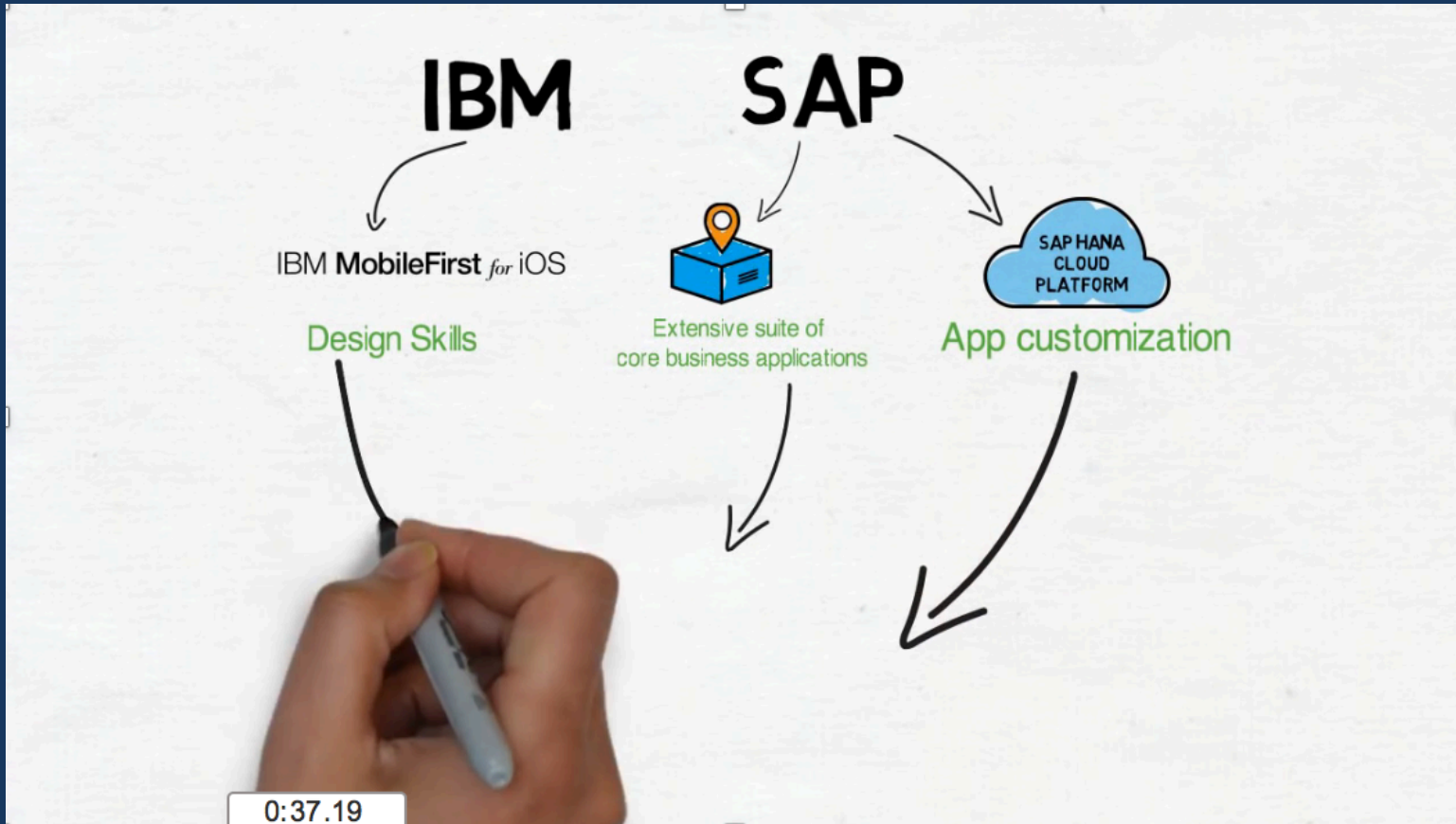
Design Skills



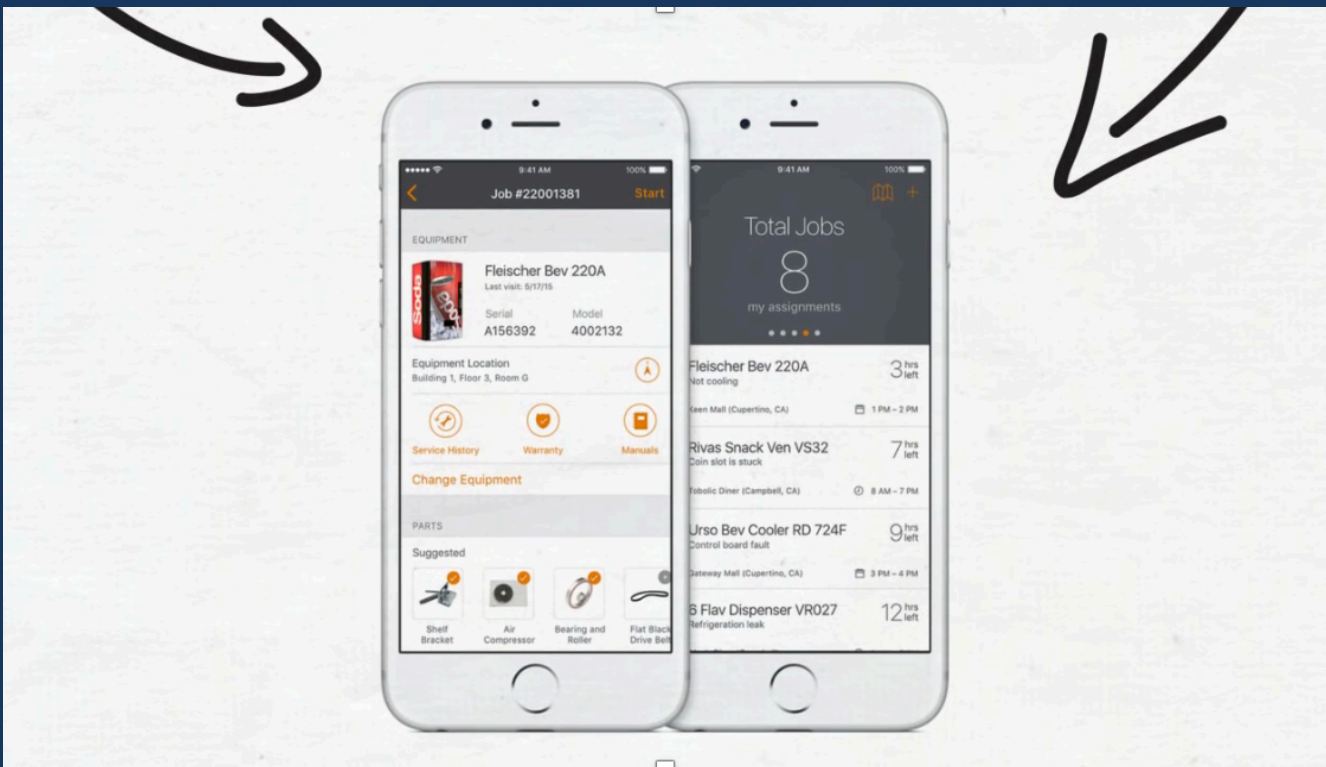
Extensive suite of
core business applications



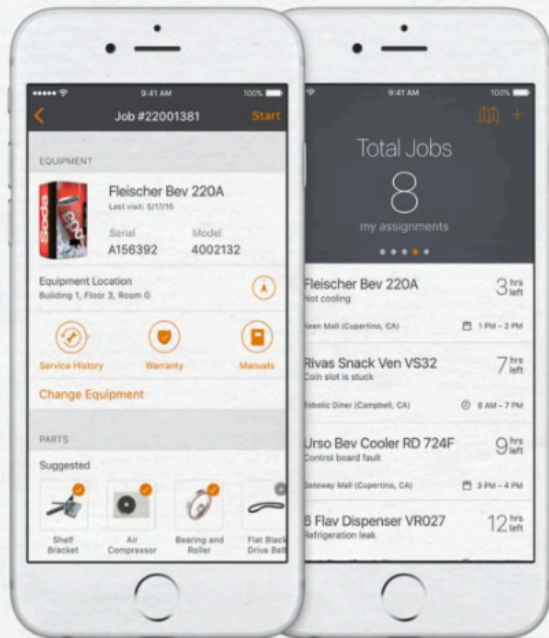
App customization



0:37.19



FIND & FIX

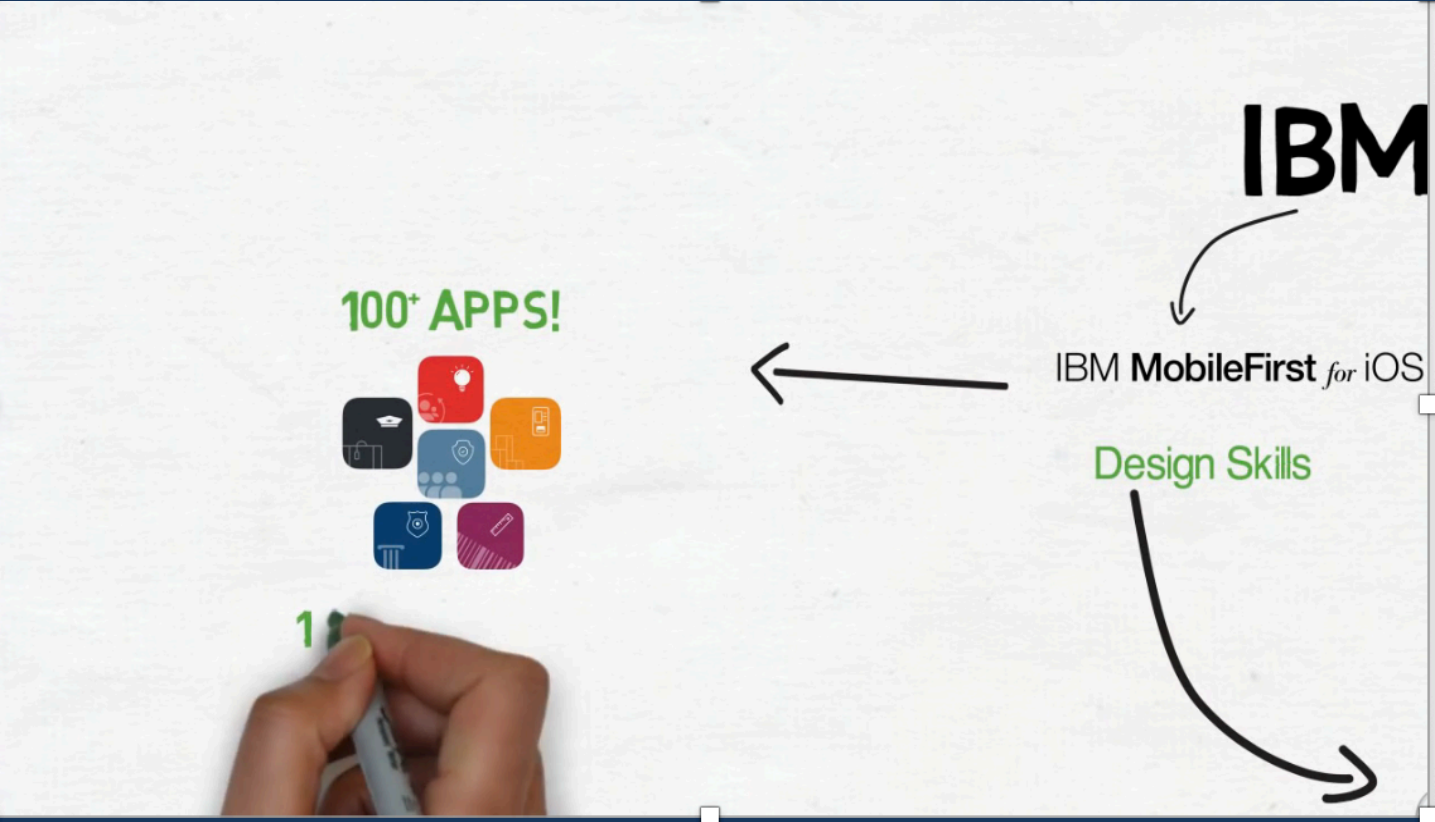


Prioritize jobs

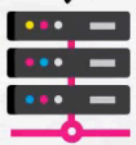
Access detailed information right on their iPhone or iPad

View step by step directions

Get directions and record travel



INDUSTRY PAIN POINTS RE-THINK & REVOLUTIONIZE



100+ APPS!



15 INDUSTRIES!





3 KEY REASONS



1) OPTIMIZE EXISTING INVESTMENTS AND EXTEND EXISTING APPLICATIONS



2) RAPIDLY BUILD AND RUN



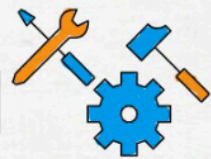
3) ENTERPRISE GRADE CAPABILITIES

PRE-BUILT



100+ IBM MobileFirst For iOS apps compatible with SAP HANA Cloud Platform

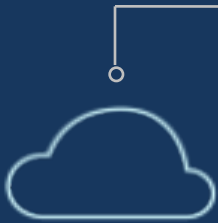
BUILD NEW



iOS App on the SAP HANA Cloud Platform







#1 Parceiro SAP HEC 2014

IBM selecionada como **Premier SAP S/4HANA Enterprise Cloud Partner**

31 Pinnacle Awards desde 2000, mais do que qualquer outro provedor



1º SAP Global Alliance Partner

Único parceiro a ter as **TRÊS CERTIFICAÇÕES** globais em serviços, tecnologia e hosting

Mais de 5000 projetos SAP realizados com sucesso e mais de **20.000 horas de treinamento em SAP HANA** entre 2011 e 2015



Mais de **32 500 recursos SAP** em mais de **80 Países**, com uma média de 10 anos de experiência cada.

Centros de delivery no Canadá, México, EUA, Índia, China, Europa, Brasil, e Argentina

A aliança IBM SAP é virtualmente única no ecossistema SAP

A SAP conduziu uma avaliação abrangente de potenciais parceiros e selecionou Cloud da IBM.

A IBM é o único provedor de nuvem capaz de oferecer :

- Escala global
- Recursos híbridos
- Profundo conhecimento



IBM, SAP to partner on cloud computing for businesses

by Andrew Nusca @editorialiste OCTOBER 14, 2014, 2:26 PM EDT



The two tech giants—one American, one German—see businesses increasingly moving their data to the cloud. A new partnership will help reinforce their positions.

IBM and SAP plan to announce on Tuesday that they will partner to offer cloud computing services to companies.

Specifically, IBM (**IBM** ▼ -0.44%) will provide cloud infrastructure services to SAP, which will run its business applications—collectively dubbed the HANA Enterprise Cloud—on top of them.

For IBM, it's the second megawatt deal of the year with a technology industry peer as it continues to stake ground through large cloud computing partnerships. In July, it announced it would partner with Apple (**AAPL** ▼ -0.76%) to sell phones and tablets (and related applications and services) to business customers.



IBM CEO Ginni Rometty and SAP CEO Bill McDermott.
Courtesy: Anthony Collins Photography



IBM



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