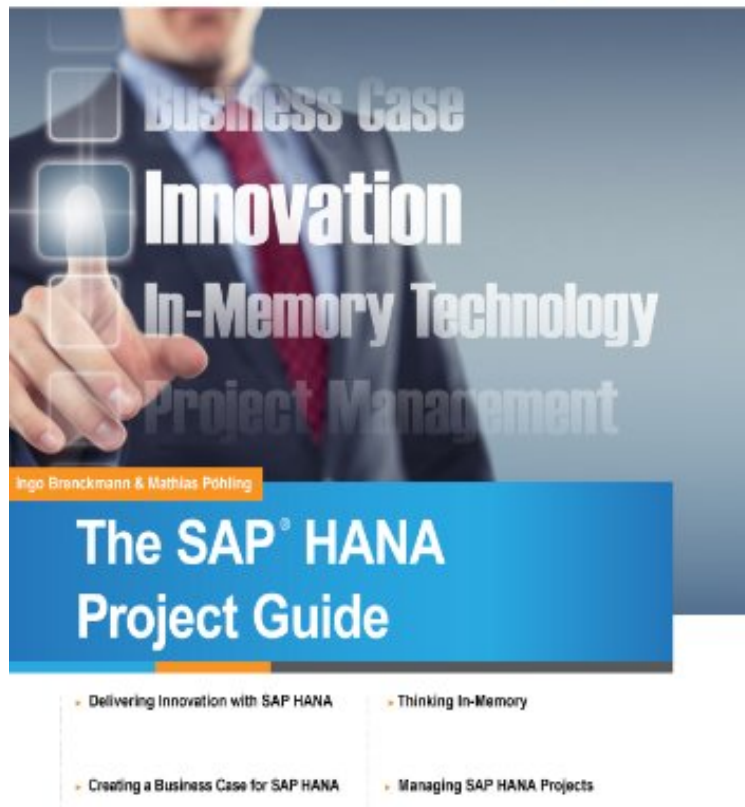


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## The SAP HANA Project Guide (English Edition)

Von Ingo Brenckmann, Mathias Phling  
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**Von Ingo Brenckmann, Mathias Phling : The SAP HANA Project Guide (English Edition)** before purchasing it in order to gage whether or not it would be worth my time, and all praised The SAP HANA Project Guide (English Edition):

KundenrezensionenHilfreichste Kundenrezensionen1 von 1 Kunden fanden die folgende Rezension hilfreich. Der einfachste Weg, sich einen kompletten berblick ber SAP HANA zu verschaffen.Von Stefan SchafferDas Internet bietet so viele Informationen zu SAP HANA, dass es nicht einfach ist, den berblick zu behalten. The SAP HANA Project Guide bietet genau diesen berblick aus der Sicht von Praktikern. Was muss ich wissen, wenn ich SAP HANA in meinem Unternehmen (bzw. einem Unternehmen, das ich berate) einsetze oder den Einsatz erwge? Wie strukturiere

ich meine Aktivitäten? Was waren doch gleich die Vorteile von SAP HANA und was sind die technischen Grundlagen dafür? All das und noch viel viel, mehr bietet dieser praktische Leitfaden. Einzig einige kleinere Editierfehler verraten, dass das Buch vermutlich unter Zeitdruck und parallel zur täglichen HANA-Projektarbeit entstanden ist. Das sollte sich für Auflage 2 aber leicht korrigieren lassen. Ein Muss für HANA Berater und Projektmitglieder.

**Kurzbeschreibung** SAP HANA is the SAP product for in-memory computing. It streamlines transactions, analytics, planning, and data processing on a single in-memory database allowing businesses to operate in real-time. Over the course of the last few years, the authors have led many diverse SAP HANA projects with extraordinary success resulting in 10,000, or in some cases even 100,000, times improvement of system performance. In this book, the authors share their findings from SAP HANA projects to help ensure the success of your SAP HANA project. The SAP HANA project guide will also help you identify suitable scenarios for your company to get started with in-memory computing, while sketching out a long term plan to provide innovation to your entire business using SAP HANA. We'll cover the following key topics: Delivering innovation with SAP HANA Creating a business case for SAP HANA Thinking in-memory Managing SAP HANA projects

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ber den Autor und weitere Mitwirkende Ingo Brenckmann runs the SAP HANA product management team at SAP AG in Walldorf, Germany. His team manages the release program, collects requirements from the various stakeholders, and helps prioritize different development tasks. His team of product managers supports the development teams in understanding how customers use the SAP HANA product and which features customers request for which purposes. Ingo is a frequent speaker at SAP conferences and has published articles on the topic of in-memory computing. From the beginning when Ingo joined SAP in 2007, he was close to the SAP in-memory products. Initially tasked with defining the SAP BI strategy and roadmap for SAP NetWeaver Business Warehouse, including the SAP NetWeaver BW Accelerator, Ingo ran the SAP BusinessObjects Explorer Accelerator project right after the acquisition of BusinessObjects. This product provided important insights for the successful SAP HANA program. Before joining SAP, Ingo worked for SAS Institute managing their technology platform in EMEA. Ingo was part of the team that designed and implemented the SAS OLAP Server, and later led the SAS DI Server, SAS Intelligent Storage, and SAS BI Server teams. Ingo studied computer science at the Technical University Darmstadt and wrote his master thesis for the Fraunhofer Society Mathias Phling currently serves as a Specialized Sales Executive in the German field organization responsible for SAP HANA, the flagship product in DT solutions portfolio. He supports strategic SAP customers in Germany moving towards SAP HANA, identifying the value that their business could gain, and how they could best define a suitable business case. Before Mathias joined the German sales organization, he was director of SAP's Database Technology Global Center of Excellence and responsible for sales enablement, pipeline build, and strategic customer support. He traveled all around the world to spread the knowledge of SAP HANA to customers and SAP professionals. His previous roles at SAP included global business development lead for SAP's Explorer Accelerator, lead for BW Accelerator business development within the EMEA region, and various consulting and field support roles. Prior to joining SAP in 2005, Mathias worked for an IT outsourcer and SAP partner for four years. There he worked as a project manager for infrastructure projects and started his career as a SAP NetWeaver BW and Basis consultant. He holds a business degree from FHDW in Paderborn, Germany.