SAP’s Core Products

**SAP HANA**: SAP’s homegrown, in-memory database and platform. SAP HANA originally stood for High-Performance Analytic Appliance. SAP HANA is the backbone of all of SAP’s present and future endeavors, including SAP S/4HANA.

**SAP S/4HANA**: You may remember (and may still run) SAP ERPs such as R/3, ECC 6.0, or Business Suite. SAP S/4HANA is the next generation of SAP ERP, and the first not only built to run on SAP HANA, but also specifically optimized for SAP HANA. That means no other databases are welcome. (Sorry, Oracle DB fans.) SAP S/4HANA can be deployed on-premise or in the private cloud, and there is a public cloud version of the software available as well.

**SAP Ariba**: A large SAP acquisition, SAP Ariba plays two roles: as a procurement platform and as a large B2B network that connects companies that buy and sell goods and services. (Think Match.com for buyers and sellers of goods.)

**SAP Business ByDesign**: SAP’s first software-as-a-service ERP aimed at mid-market customers. It maintains a solid base of thousands of customers. But it faces internal competition from SAP S/4HANA Cloud, which is also targeting mid-size companies.

**SAP BusinessObjects**: SAP’s core suite of business intelligence applications—SAP BusinessObjects Web Intelligence, SAP Lumira, and more. SAP is trying to trim down the suite by combining tools—SAP Design Studio and SAP Lumira are now SAP Lumira 2.0, for example. SAP BusinessObjects is still commonly referred to as BOBJ by users (pronounced “bob-jay”), but you’ll have a tough time getting an SAP employee to call it the same. (Join our community of people who use SAP business intelligence applications.)

**SAP Business One**: SAP’s ERP for its smallest customers. It’s not sold directly by SAP but instead by channel partners who often enhance the product to fit specific industries. For example, there’s an SAP Business One product designed specifically for craft brewers. Cheers to that! (Join our community of people who use SAP Business One.)

**SAP Concur**: Do you hate expense reports? Well, SAP hated them so much it bought Concur, a cloud-based travel and expense management software provider, to eliminate traditional expense reports. SAP Concur is accessible on mobile devices and even includes a rare (for SAP) consumer-facing app called TripIt.

**SAP Fieldglass**: Ever heard of the “gig economy?” SAP purchased Fieldglass so its portfolio could include software meant to manage those employees who work on “gigs”—also known as contractors, freelancers, or as SAP likes to call them, “contingent labor.” (We’ve got some research on the SAP gig economy for you.)

**SAP Fiori**: SAP’s new user experience based on consumer-grade design (think smartphones), intended to abolish SAP’s reputation as a maker of tough-to-master software that’s not user-friendly. Comes with SAP licenses but must be installed separately if you’re working with legacy products. SAP Fiori design principles are the basis for new SAP products—such as SAP S/4HANA, SAP SuccessFactors, and SAP Analytics Cloud.

**SAP Hybris**: Not quite a CRM yet—more of an e-commerce product—but SAP’s cloud answer to the business

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*SAPanese 101: Now You’re Speaking Our Language*

*Have you ever found yourself in a conversation about SAP and, mid-conversation, someone throws out a strange phrase or acronym that you didn’t quite pick up? Don’t worry, that’s happened to all of us. To help you avoid this in the future (or at least until the next SAP product name change), we’ve put together a list of some of the more common SAP terms you’ll hear.*

*So, study up, and next time you find yourself on an ASUG webcast or at an ASUG event, you’ll be able to speak the language of an SAP user—it’s called SAPanese.*

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of managing relationships with digital customers. SAP is continuing to bolster SAP Hybris through development and acquisitions in hopes of building it into a modern, digital-focused CRM.

**SAP Leonardo:** SAP’s digital transformation vehicle. SAP Leonardo is a set of services and software designed to guide a customer down the path to adopting the latest technologies to run the business. It starts with a design thinking session, then moves to implementation of technologies such as the Internet of Things (IoT), machine learning, or advanced analytics. The technologies may change, but SAP says SAP Leonardo is really about the process of rapid adaptation.

**SAP SuccessFactors:** SAP’s software as a service (SaaS) product for human capital management (HCM). SAP purchased SuccessFactors in late 2011, when it was largely a suite of individual modules that addressed gaps in legacy HCM software—talent management, for example. Since 2011, SAP SuccessFactors has built out Employee Central, a core HCM system designed to act as a cloud replacement for on-premise systems such as SAP ERP HCM and PeopleSoft. (Join our community of people who use SAP SuccessFactors.)

**SAP Culture**

**Hasso:** First name of legendary SAP co-founder, Hasso Plattner. Like Madonna, Michelangelo, and Beyoncé, you will rarely hear someone refer to him using his surname, because there’s only one Hasso. These days, expect to see him preaching about the future of enterprise software and the virtues of all things SAP HANA.

**2025:** SAP’s current date to end mainstream maintenance on its legacy software—meaning anything before SAP S/4HANA. After the 2025 patches are released by SAP, fixes and enhancement are up to customers and partners to manage.

**Oracle:** The database king that SAP views as its primary competitor in the enterprise software world. (The feeling is mutual.) Many SAP legacy systems and cloud products still run on Oracle databases for now, as SAP tries to move things over to SAP HANA—a fact Oracle is not shy to mention. This also means that it’s imperative for the two companies to work together on integration, for the sake of their mutual customers.

**A Cloudy Forecast**

**Private Cloud versus Public Cloud:** In the private cloud, a company pays a provider to host the software that it has licensed on private servers. In the public cloud, a company pays for a subscription, and it shares the hosting with all the other customers on that subscription.

**On-Premise:** The traditional way to deploy enterprise applications, where the customer owns and maintains all the necessary hardware to run its software.

**Hybrid:** The deployment beast, neither pure cloud nor pure on-premise. Sturdy integration is required to keep data flowing from cloud products to non-cloud products. Customers, especially large ones, choose to go hybrid either to avoid a massive all-at-once cloud migration, or they aren’t fully sold on cloud ERP just yet.

**Software as a Service (SaaS):** This is purely cloud-based software. Hosted in a database far, far away and delivered on most devices that are connected to the internet. The vendor takes care of the updates, maintenance, and security, at a fraction of the upfront cost of on-premise software. Sounds great, but don’t forget about the subscription fees when calculating total cost of ownership (TCO).

**SAP Cloud Platform:** The product formally known as SAP HANA Cloud Platform has moved beyond SAP HANA alone. SAP Cloud Platform can be used to develop new applications or, more commonly, to augment existing applications. Customers are welcome, but it is partners and budding startups doing most of the building on the SAP Cloud Platform. SAP is also building entire applications using this platform, such as SAP Analytics Cloud.

**SAP Analytics Cloud:** At launch, it was SAP Cloud for Analytics—an end-user-focused analytics tool that focused on design and ease of adoption in a software as a service (SaaS) delivery model. Then it became SAP BusinessObjects Cloud, not to be confused with SAP BusinessObjects, because they really were not the same thing. Now, thankfully, it is SAP Analytics Cloud. Got it?

**Tech Terms of Today**

**ERP:** Enterprise Resource Planning. The lifeblood of SAP’s balance sheet and the catch-all acronym that accounts for the software that companies use to run their business processes, including finance, inventory management, payroll, human resources, materials management, asset management, and other business-critical functions. (Want to learn more about ERP? We’ve got an amazing program—ASUG University—that offers a variety of courses for end users.)

**Digital Transformation:** Enterprise software has long been used to automate existing business processes, but what if technology can change the way a company operates and drives revenue? That’s the goal of digital transformation—to adapt business for rapid changes in technology and not the other way around. Easier said than done. (Read ASUG’s research on digital transformation.)
The rise of cheaply stored Big Data and skills in building intelligent applications has made giving machines legitimate artificial intelligence a reality. This allows machines to perform an almost endless list of tasks, often better than their human creators.

or lifelike conditions. For example, digital twin could be used to monitor power-generating wind farms situated offshore to predict when they’ll need maintenance or to help engineers build more-efficient windmills based on the real data their sensors collect. It could also be used to re-engineer a jet engine using simulations of real-world conditions. The connected sensors available through networked Internet of Things (IoT) devices make these simulations possible, affordable, and more precise than ever.

Internet of Things (IoT): Almost anything can be connected to the internet these days. The Internet of Things is the networking of all of those devices. This can bring a tremendous source of information and useful analytics to companies, particularly when they are monitoring large and distributed assets. That’s referred to as “Industrial IoT.” The rest is part of the consumer IoT space—connected phones, tablets, and even household items such as refrigerators, light bulbs, thermostats, and doorbells.

Legacy: A term used by SAP and other software vendors to describe past versions of its or another vendor’s software. With the introduction of SAP S/4HANA, SAP Business Suite became the legacy product.

Artificial Intelligence (AI): The future downfall of humanity...or a tool for enriching the human existence? Depends on your perspective. The rise of cheaply stored Big Data and skills in building intelligent applications has made giving machines legitimate artificial intelligence a reality. This allows machines to perform an almost endless list of tasks, often better than their human creators.

Machine Learning: A subset of artificial intelligence, perhaps a first step on the path to building true AI. Machine learning uses data-driven algorithms to automate decisions. As it collects more and more data, machine learning refines that decision-making and starts to “learn.”

Blockchain: Although it started as a method to transfer the cryptocurrency bitcoin, blockchain is actually a separate process for recording and verifying transactions of all types. You can think of it as a “crowdsourced” way of verifying a transaction, that’s also known as a distributed ledger technology (DLT). For example, a transaction is represented digitally as a “block.” That “block” sends a transmission to other computers in a network, which approve it if it’s valid. The “block” is then added to a chain, which provides a transparent and permanent record of the transaction. Finally, the transaction is completed—whether it’s moving money, transferring shares of stock, tracking shipments, or sharing personal health records among health-care providers. The applications for blockchain are limitless. Agribusiness Cargill even piloted a program where people could track their Thanksgiving turkeys on the supply-chain journey from farm, to grocery store, to their plates.

Digital Twin: This may sound like a villain in a dystopian sci-fi movie, but in reality it’s a digital replica of a physical thing, process, or system. It’s used to create simulations that can apply artificial intelligence to “learn” how to mirror more realistic

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