



## SAP and Innogence extend partnership to include SAP High-Performance Analytic Appliance (HANA)

SYDNEY,

Australia SAP Australia announced today a new partnership agreement with Innogence Limited, SAP's largest Business Intelligence implementation partner, to add SAP HANA to its list of offerings.

Launched earlier this year, SAP HANA is a modern platform for real-time analytics and applications. It enables organisations to analyse business operations based on a large volume and variety of detailed data in real time, as it happens. Innogence has extended its investment to in-memory computing and confirmed its commitment to driving business value to SAP customers through SAP HANA.

The extended partnership with Innogence was a natural progression, carrying on from Innogence's success in deploying in-memory computing environments in the APJ region, said Greg Ryan, Director of Ecosystem SAPANZ. As a strong player in this space, Innogence has a customer base that is ready to look at a new class of real-time applications, powered by the SAP HANA platform, as a strategic tool to future business growth.

Innogence successfully completed an SAP HANA Proof of Concept (POC) at Australia's first HANA customer and are currently in the blueprint stage of the HANA deployment, said Ian Markram, Director of Innogence. We now have the opportunity to show our customers the benefits of SAP HANA – organisations can now analyse datasets that were previously impossible to analyse due to either volumes or complexity, he said.

At the Innogence Innovation centre, customers in the ANZ region will be able to experience how SAP HANA can help them run their business and simplify existing IT landscapes, said Markram.

In order to cater for the current demand and to prepare for the SAP HANA wave ahead, Innogence has established an in-memory computing practice. The practice will build on the current HANA

capability within Innogence, and ensure ongoing alignment with SAP.

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About SAP SAP is the worlds leading provider of business software(\*), offering applications and services that enable companies of all sizes and in more than 25 industries to become best-run businesses. With more than 95,000 customers in over 120 countries, the company is listed on several exchanges, including the Frankfurt stock exchange and NYSE, under the symbol SAP. For more information, visit [www.sap.com](http://www.sap.com).

(\*) SAP defines business software as comprising enterprise resource planning, business intelligence, and related applications.

#### About Innogence

Innogence is the largest provider of SAP Business Intelligence and BusinessObjects professional services in Australia and New Zealand. Innogence delivers quality business outcomes to its customers all over Australia and New Zealand with a focus on SAP Business Intelligence, BusinessObjects, in-memory computing (HANA) and mobility solutions. In 2011 Innogence won the SAP Customer Award of Excellence in the category of Best Business Intelligence project in partnership with one of its flagship customers.

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