

SAP Announces GA of SAP HANA

Contributed by Administrator

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Dear partners,

I am very excited to share the important news that SAP is today announcing general availability for SAP HANA, a new appliance software. With SAP HANA, you get game-changing innovations in hardware and software, enabling you to manage and analyze massive volumes of data instantly and cost effectively while reducing IT complexity.

By now, I am sure that you have heard a great deal about SAP HANA from your customers and your contacts at SAP. This is a very exciting product for all of us. The interest among customers and partners is overwhelming, and we continue to experience tremendous demand for information and enablement opportunities. We are deeply humbled and thank you for the amazing interest level.

SAP HANA is a game changer product for the entire SAP community and a fantastic opportunity for our partners. From supporting services, to implementation, to delivering a hardware platform and innovative new applications, SAP HANA is designed to embrace the full capabilities of the SAP ecosystem.

What does general availability mean for you? Starting today, SAP will expand our market focus to reach beyond our initial 25 ramp-up customers and we are inviting partners to join us. To support your efforts we have updated the SAP Partner Portal with the latest sales and technical enablement material, and other resources designed to help support your business efforts. Visit often, as we will provide updates in the coming months to help partners meet their specific business needs. I encourage you to harness this new opportunity and plan your next move now! Best regards,

Eric Duffaut

President, Global Ecosystem and Channels

SAP