



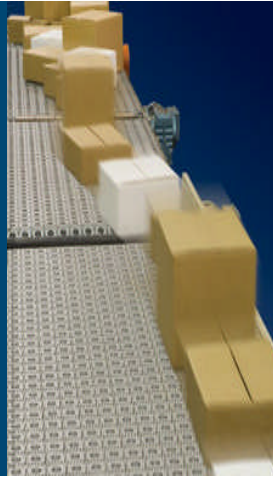
HP XML Accelerator for SAP NetWeaver PI

Business Critical Systems Marketing



What do these customers have in common?

A During the holiday season, a large transportation company must slow down the conveyer belt for packages so the data collection can keep up with the boxes.



B How long do customers have to wait to activate a new mobile phone? Seconds... or hours?



C Each sales transaction generates a customer record. Loyalty or frequent buyer programs require efficient and timely flow of messages for a smooth check out at the cash register.



D A vending machine tracks each sale. Each message tracking the sale thru the value chain grows in size... eventually to 10MB... and more. Replenishment becomes impossible.



Announcing.....

HP XML Accelerator for SAP NetWeaver PI

A quantum leap in SAP messaging performance

HP XML Accelerator

- Features DL580 running Linux
- LSI Tarari content processor (XML hardware)
- HP Software
- HP Services



Who is the target customer?

A line of sight to these customers:

- Fortune 1000 customers
- Large SAP landscapes
- Standardized on NetWeaver
- High volume, big messages
- Complex supply chain

**Today there are about 4000
customers who need this
solution**



Agenda

Introducing the HP XML Accelerator for SAP NetWeaver PI

1

Quantum leap = magnitude impact
400% improvement

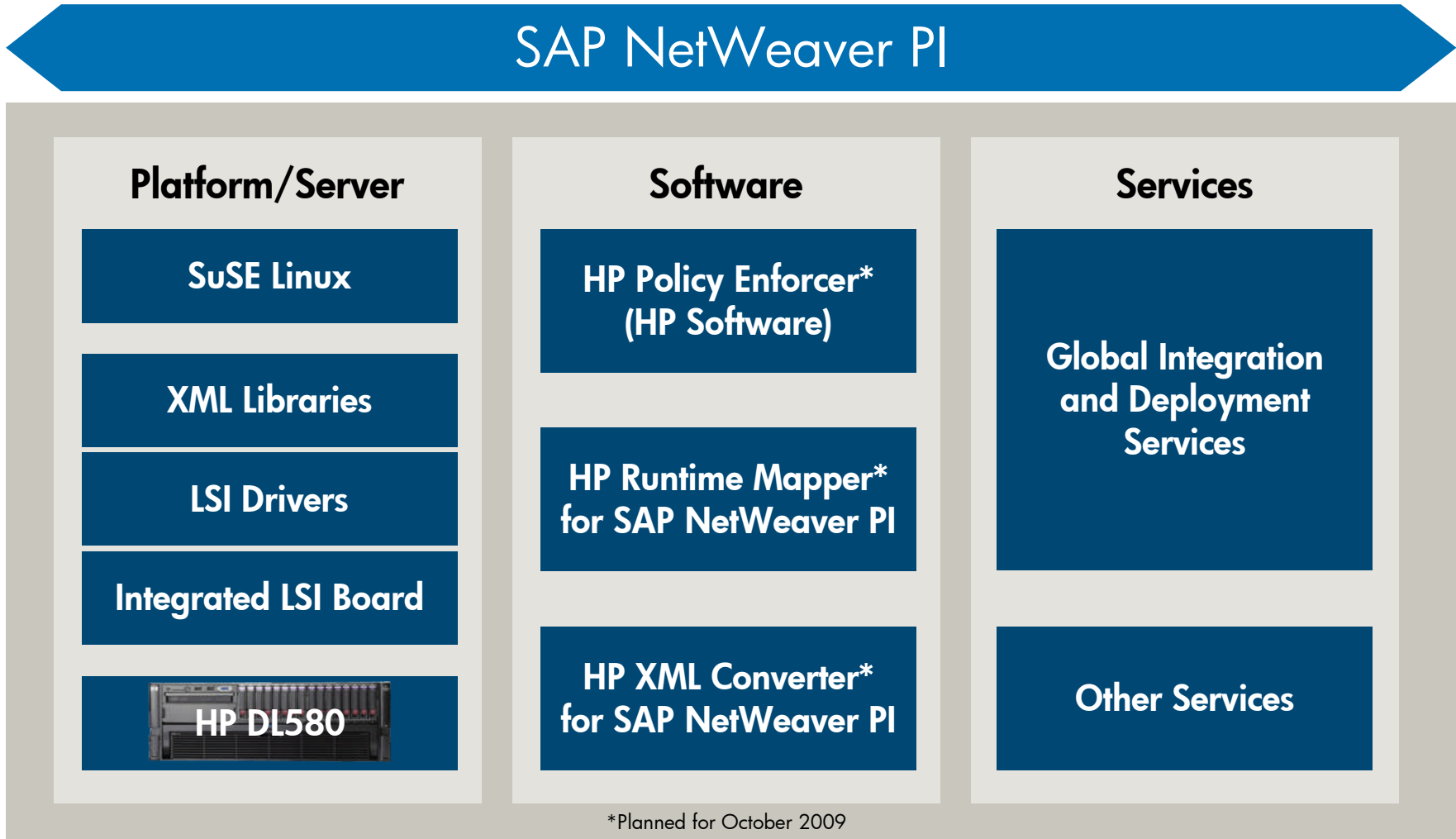
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Technology leadership: The only hardware accelerator
designed specifically for SAP NetWeaver

3

SAP endorsed, customer tested

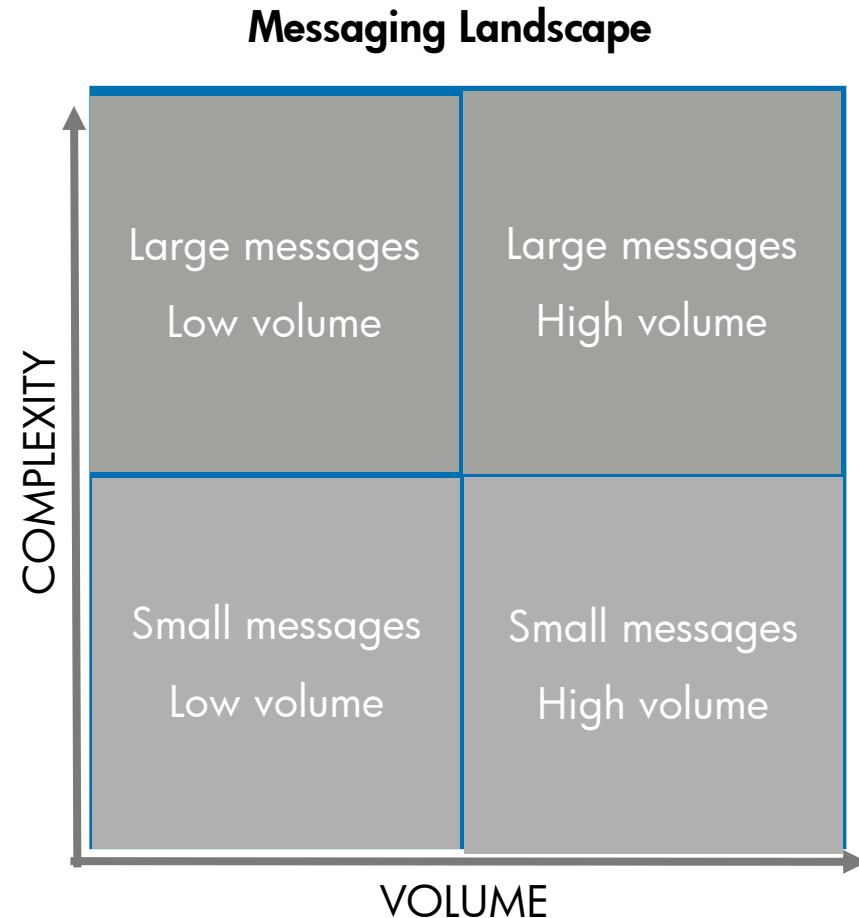
HP XML Accelerator for SAP NetWeaver PI



Why HP acceleration is unique?

Keys to achieving a "quantum leap"

- Designed specifically for SAP NetWeaver
- Targeted at 1/2 MB – 15+MB sized messages
- Hardware acceleration within the SAP landscape



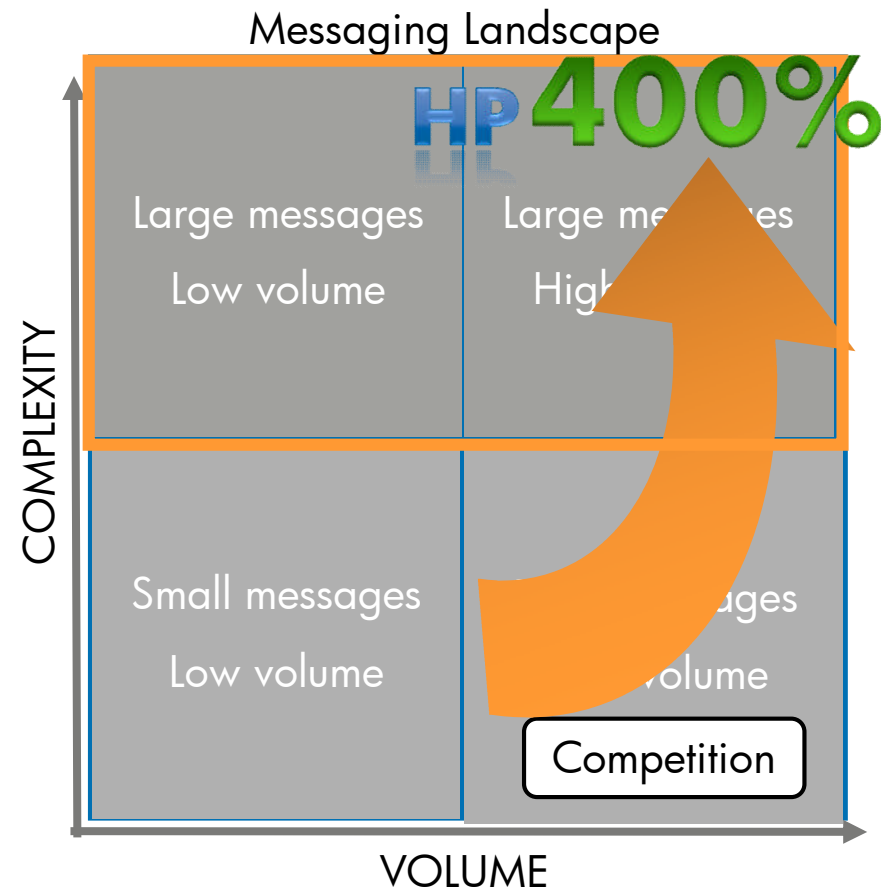
*results achieved in POC tests conducted at the SAP Center of Excellence, October 2008



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Comparison of hardware acceleration

Features	HP	IBM	Tibco
Application specific: SAP NetWeaver	✓		
Tightly coupled, integrated within SAP	✓		
Hardware acceleration	✓	✓	✓
Accelerates mid-to-large-size messages (great than ½ MB)	✓		—
Accelerates small size messages (less than ½ MB)	—		✓
Accelerates any hardware landscape	✓	Accelerates IBM only	Accelerates financial transactions only



Customer challenge: The hidden effect of inefficiency

Example scenarios

A During the holiday season, a large transportation company must slow down the conveyer belt for packages so the data collection can keep up with the boxes.



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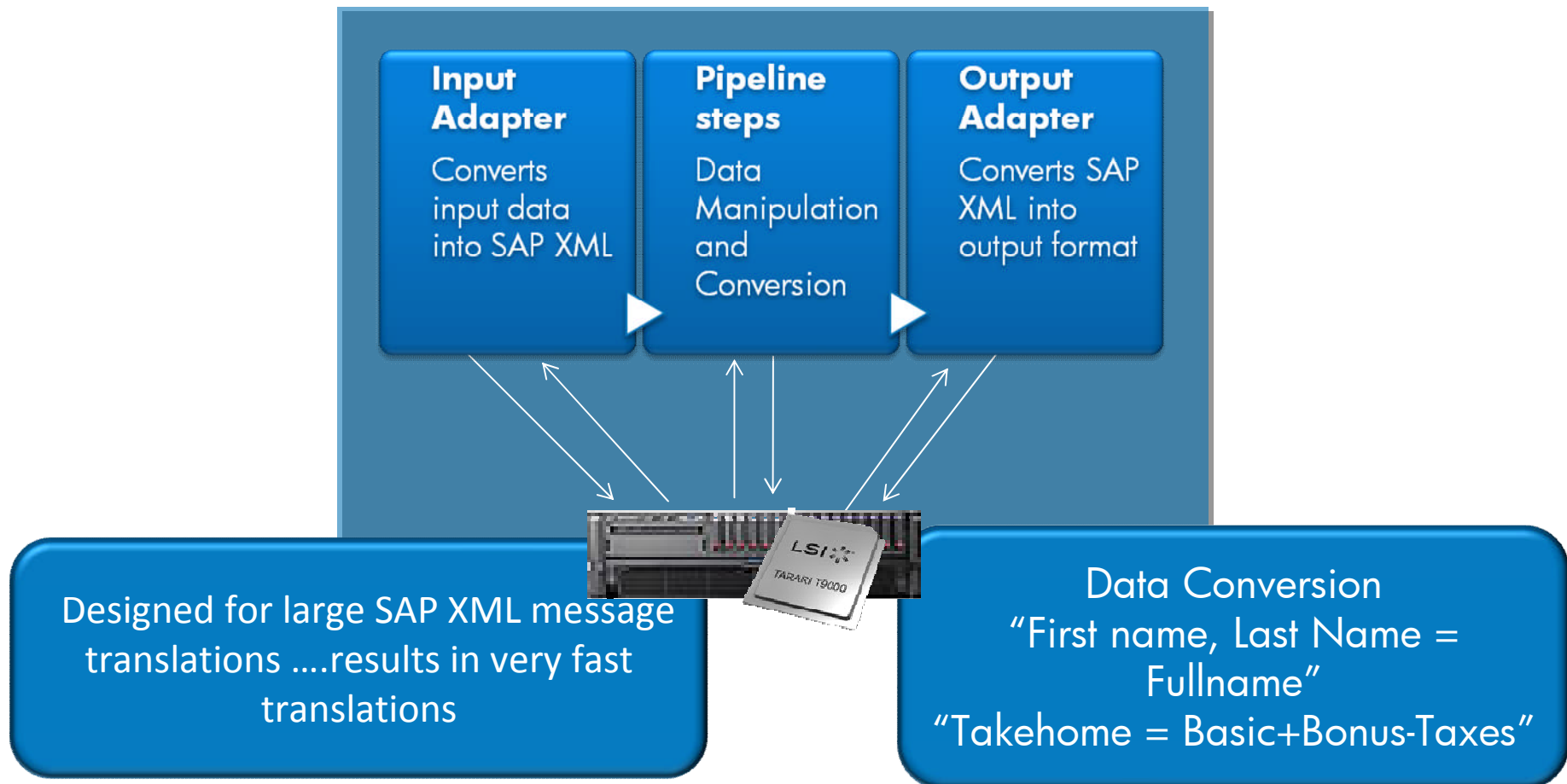


D A vending machine tracks each sale. Each message tracking the sale thru the value chain grows in size... eventually to 10MB... and more. Replenishment becomes impossible.



Functional message flow

Hardware acceleration – a quantum leap



IT opportunity: Accelerate time sensitive transactions

- Transform and transmit messages significantly faster
 - Mid to large messages > 1/2MB
 - Complex messages
- Enable business process expansion or initiate new processes

..... a more enhanced, efficient, faster, SAP landscape with built-in flexibility



1

Quantum leap = magnitude impact
400% improvement...not 5%

2

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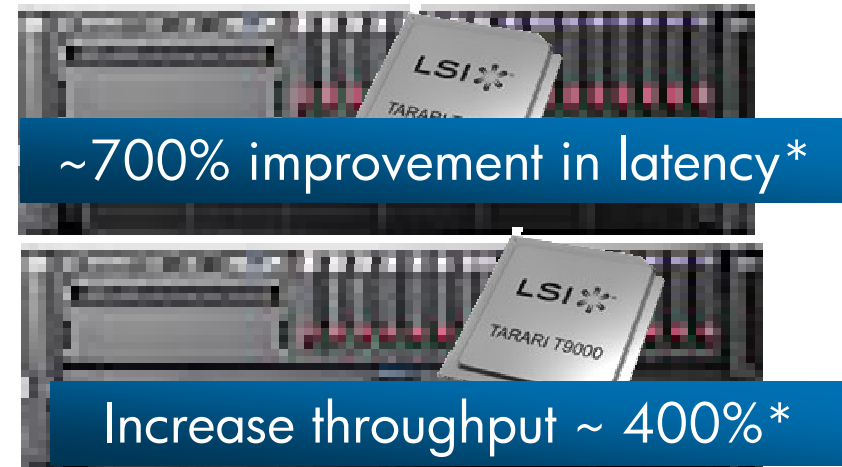
SAP endorsed, customer tested

Supercharge your existing SAP system

Efficiency — flexibility — performance

Industry only....

- Supports all SAP landscapes seamlessly
 - HP, IBM, Sun, and more
- Closely coupled XML acceleration within SAP landscape



*results achieved in POC tests conducted at the SAP Center of Excellence, October 2008

Industry only...

HP XML Accelerator up to 700% improvement in latency

- Today, message processing takes 10 - 14 seconds latency
- HP XML Accelerator
 - Takes ~1.5 seconds, 7x latency reduction
- Example: vending machine
 - Simple 100 byte transaction
ex: "product_name, qty = 1 sold"
becomes very complex 10 MB message



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Industry only....

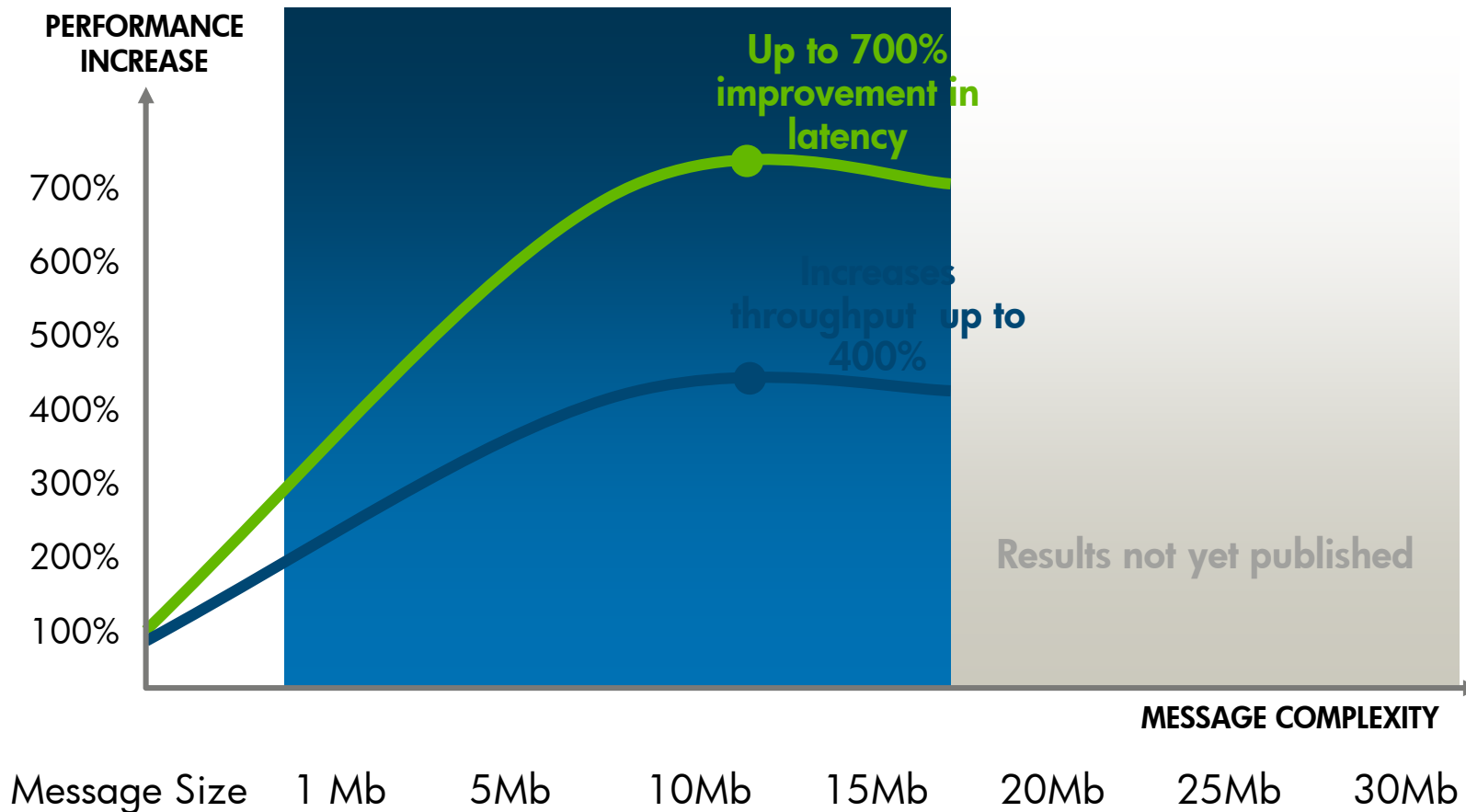
HP XML Accelerator increases throughput up to 400%

- Today, purchases generate high message flow for products, customer profiles, etc.
- HP XML Accelerator
 - Provides 4x throughput increase
- Example: check out lines (point of sale transactions)
 - Purchases generate lots of messages
 - Loyalty programs require quick message response



*results achieved in POC tests conducted at the SAP Center of Excellence, October 2008

HP XML Accelerator – the advantage Grows with message complexity



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“HP and the SAP COE are proud and excited to invite you to the unveiling of our new HP XML Accelerator for SAP NetWeaver PI. The HP XML Accelerator improves message latency by up to 700% and increases message throughput by up to 400%, for all tested scenarios in our lab environment.”

- Ralf Lindenlaub
- SAP AG, Center of Excellence



SAP and HP: Working together to enhance the SAP NetWeaver landscape

SAPPHIRE in Orlando, Florida May 12-15, 2009

- "Lunch & Learn" session
 - Briefing to 20-25 customers invited to hear more about HP XML Accelerator; also Q&As
- Demo featuring the HP XML Accelerator at the HP booth
- Slideshow at the SAP NetWeaver booth
- Customer meetings



Quantum leap in SAP messaging – HP XML Accelerator for SAP NetWeaver PI

Customer example: Convenience store chain, United States

Message size	Average latency		Reduced latency	Average throughput		Increased throughput
	Before (seconds)	With HP SAP XML Accelerator (seconds)	Improvement	Before (Messages/test)	With HP SAP XML Accelerator (Messages/ test)	Improvement
Simple message (890 KB)	253	37.7	670%	178	701	394%
Complex message (14.5 MB)	342	46.8	730%	91	413	454%

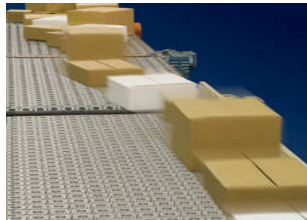
Message layer
Business process layer

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Summary

Business value of the HP XML Accelerator



Optimize to anticipate and enable business improvement

Closely coupled, integrated under SAP NetWeaver landscape



Improve business agility – deploy new processes

Reduce latency 7x, gain 4x throughput...a quantum leap



Reduce costs, increase profitability

Efficient SAP NetWeaver landscape results in reduced operating costs; server consolidation; fewer licenses needed



Enable a better total customer experience

Service level agreements; more responsive, faster

Technology for better business outcomes

