



SAP Business Transformation Study | High Tech | Ctac

How Can We Make In-Memory Data Processing Affordable and Accessible for Smaller Businesses?

In today's global economy, small and midsize businesses (SMB) need every competitive advantage. And as a value-added reseller, Ctac is committed to helping them by providing innovative IT services and solutions. When a growing number of Ctac's customers wanted to drive innovation using real-time analytics and in-memory processing capabilities – which would typically require prohibitively high infrastructure investments – management decided to update its own IT infrastructure to support delivery of an affordable, in-memory processing solution as a service to its SMB customers.

Ctac is now able to offer the SAP HANA® platform to its customers in the cloud on IBM Power Systems. The result is a robust, in-memory environment for running SAP® applications such as SAP S/4HANA®. Business owners can use it to access real-time analytics and processing as a flexible, scalable, and affordable service that dynamically adapts to their business requirements – no costly infrastructure investments required.

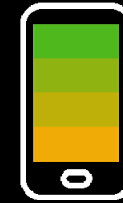




“We are now at the leading edge of the market, bringing in-memory information processing within the reach of any company.”

Leon van Bogaert, Manager of Cloud Technology, Ctac

By running its cloud service on the SAP HANA® platform, Ctac can provide SAP S/4HANA® software, real-time analytics, and other SAP® solutions to small and midsize businesses – without imposing prohibitively high, up-front infrastructure costs on them. As a result, they can innovate and grow faster and make better decisions based on “live” data and insights. At the same time, Ctac has made itself indispensable to customers while expanding its potential revenue streams.



24x7

Customer access to many SAP solutions from any device



95%

Faster deployments of customers' in-memory platforms



1 platform

That runs traditional and in-memory workloads simultaneously





Empower Businesses of All Sizes with Real-Time Analytics



Ctac

's-Hertogenbosch,
The Netherlands

www.ctac.nl

Industry

High tech

Products and Services

Business consulting, cloud
services, and software
development

Employees

486

Revenue

€83.4 million

SAP® Solutions

SAP HANA® platform
SAP S/4HANA®

Ctac's customers want to grow and innovate using real-time data, processes, and insights. So Ctac deployed its cloud service on the SAP HANA platform using IBM Power Systems. Now smaller businesses can access this powerful, in-memory platform – and cutting-edge SAP® applications – as a scalable, pay-as-you-go service. This helps them operate as agile, responsive live businesses.

Before: Challenges and Opportunities

- Make in-memory technologies accessible to smaller businesses so they can connect, innovate, and grow
- Empower business owners with real-time information and analytics across the enterprise
- Transform Ctac's business model to meet new and emerging customer needs

Why SAP and IBM

- Robust cloud infrastructure – the SAP HANA platform – that runs a full SAP software stack
- Single, flexible, scalable environment for processing traditional and real-time analytics workloads
- Significant performance improvements in data processing – up to 1,000 times faster
- Fast, cost-effective IBM data storage

After: Value-Driven Results

- Ability to provide customers with more-reliable cloud services that require less operational support
- Customer access to the latest in-memory technology, helping them reinvent business concepts and processes without technology limitations
- Fast deployments that greatly reduce time to value for real-time analytics and business applications while increasing responsiveness to market volatility

Featured Partner



1,000x

Faster data processing performance

>8 TB

Of growth without performance
degradation

Reliable

Cloud services for customers

“We’re putting in-memory processing within reach for every business.”

Leon van Bogaert, Manager of Cloud Technology, Ctac