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# SAP의 새로운 여정



이명섭

서비스산업 솔루션본부장

SAP 코리아

THE BEST-RUN BUSINESSES RUN SAP



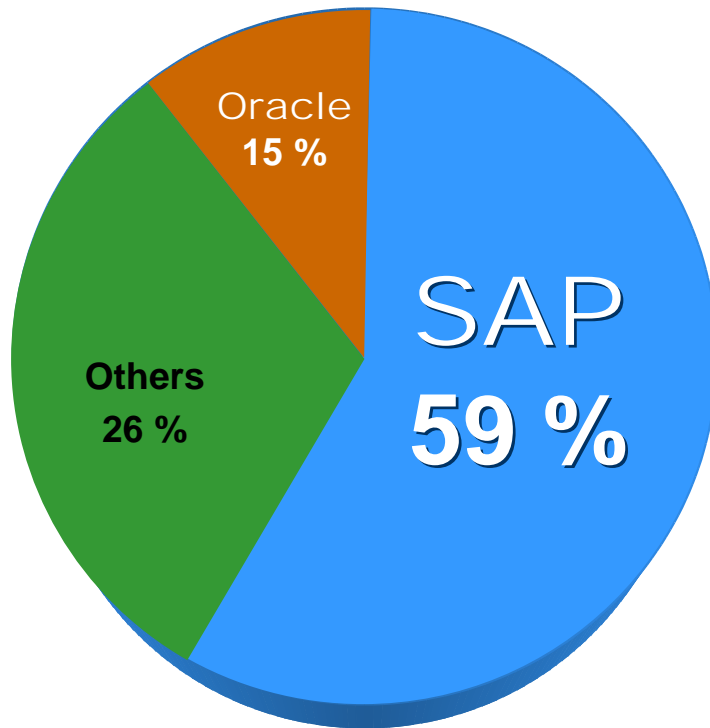
- SAP
- mySAP ERP: a demo
- SAP NetWeaver
- SAP xApps



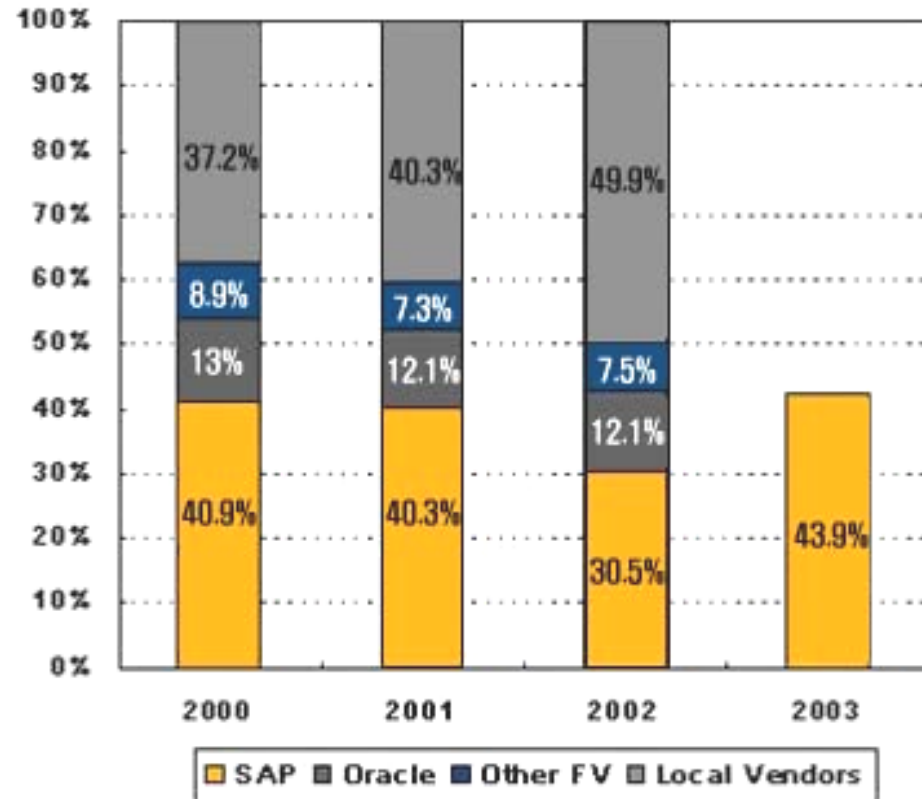
- 2003 매출액  
→ 약 10조 원 (74억 유로)
- 직원수  
→ 28,900명 (2004년 1월)
- 연구개발 인력 및 투자액  
→ 8,000명, 1조 2천억 원 (2003년)
- 전세계 고객 규모  
→ 25,000여 고객사 (2003년)

# 기업용 소프트웨어 시장을 선도하는 SAP

## 전세계 시장점유율

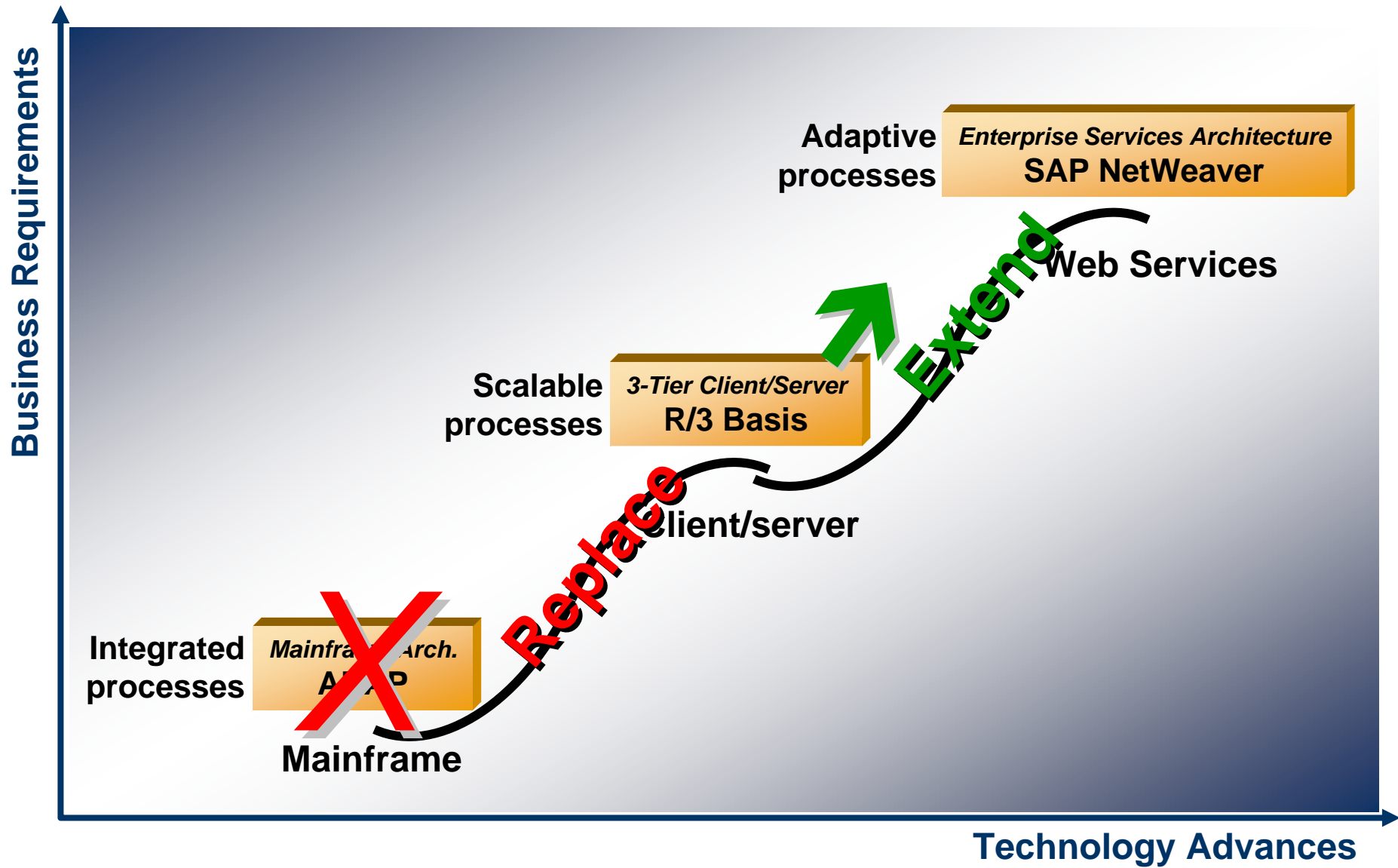


## 국내 시장점유율

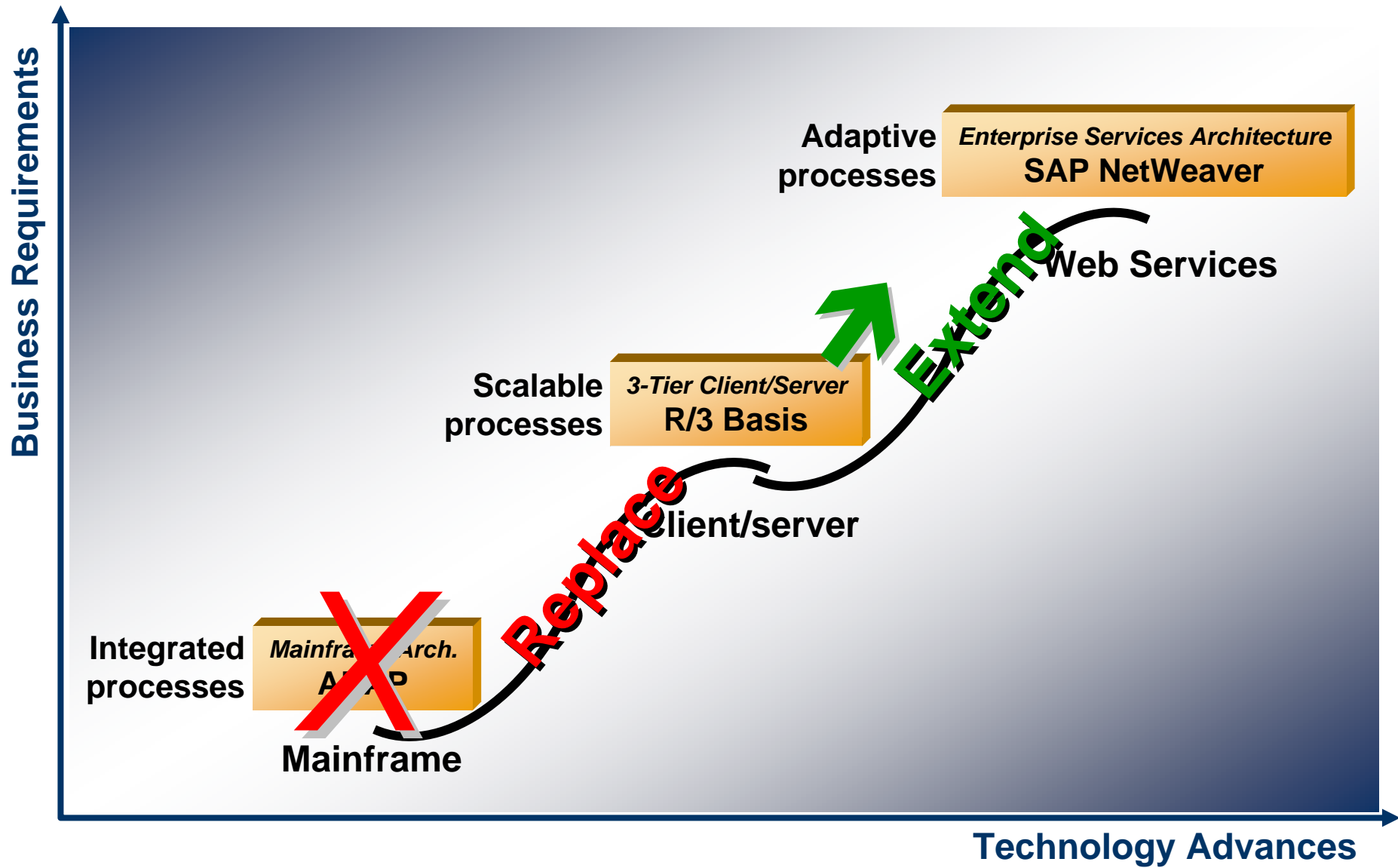


<출처 : 가트너 그룹, 2003년>

# Turning Revolution Into Evolution



# Turning Revolution Into Evolution



# Enterprise Services Architecture (ESA)

Make Web Services Work for Your Business

## Objective

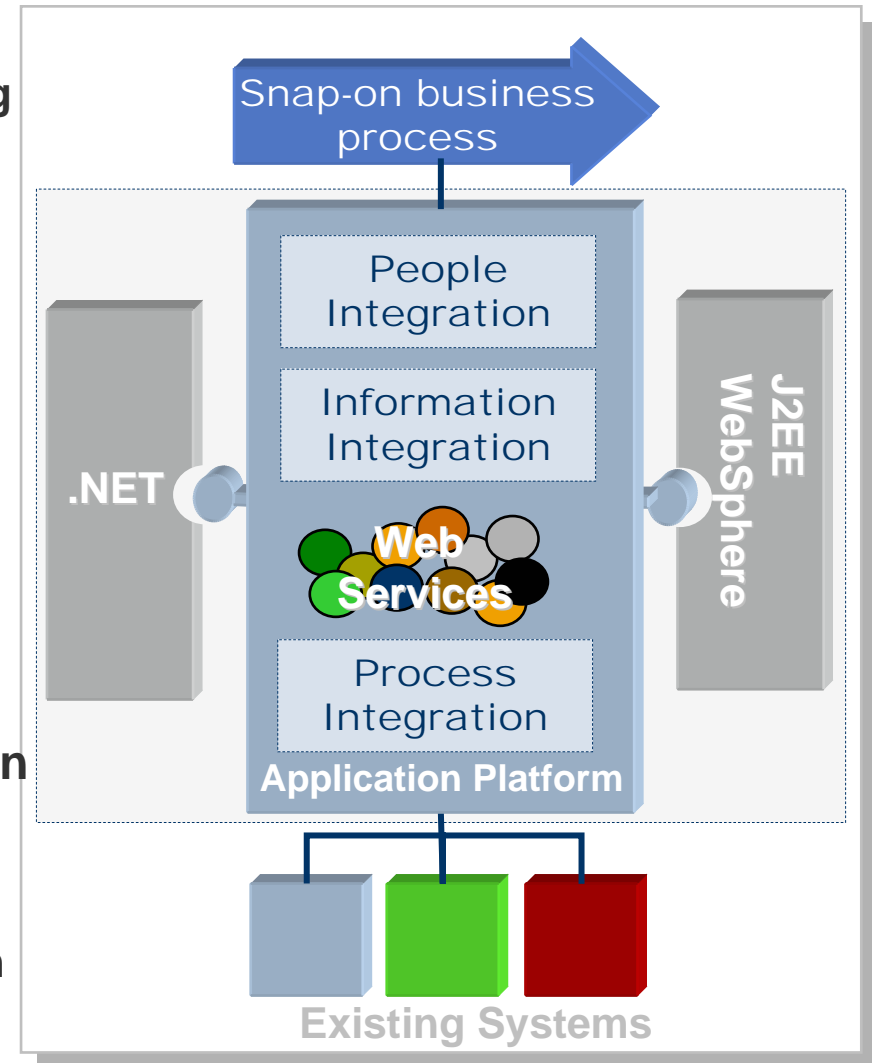
- Add new levels of flexibility while leveraging existing investments

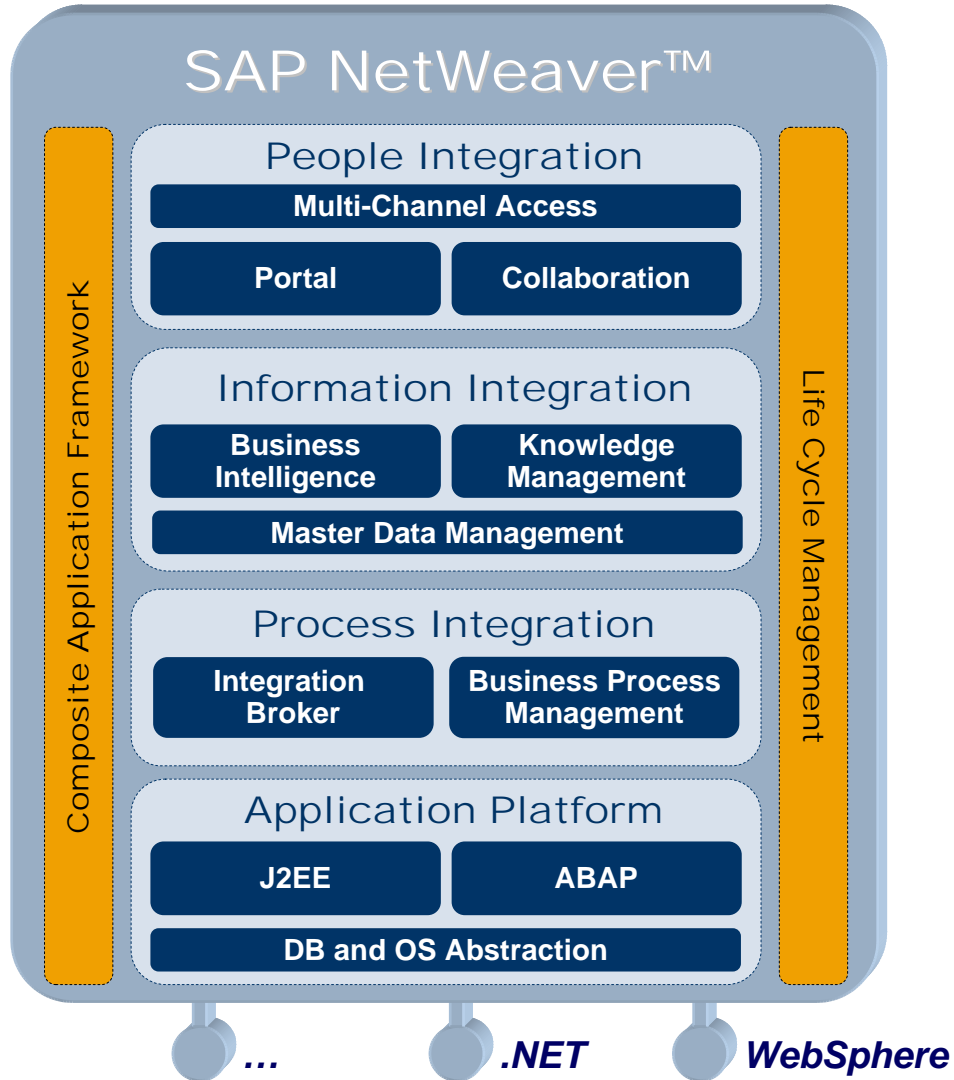
## ESA is the blueprint for complete and services-based business solutions

- Empowers all participating people (internal and external, all relevant roles)
- Manages all information (structured and unstructured)
- Encompasses all systems (SAP and non-SAP)

## SAP delivers its business solutions using an Enterprise Services Architecture

- SAP NetWeaver enables an ESA
- SAP xApps, mySAP Business Suite, custom solutions are powered by SAP NetWeaver





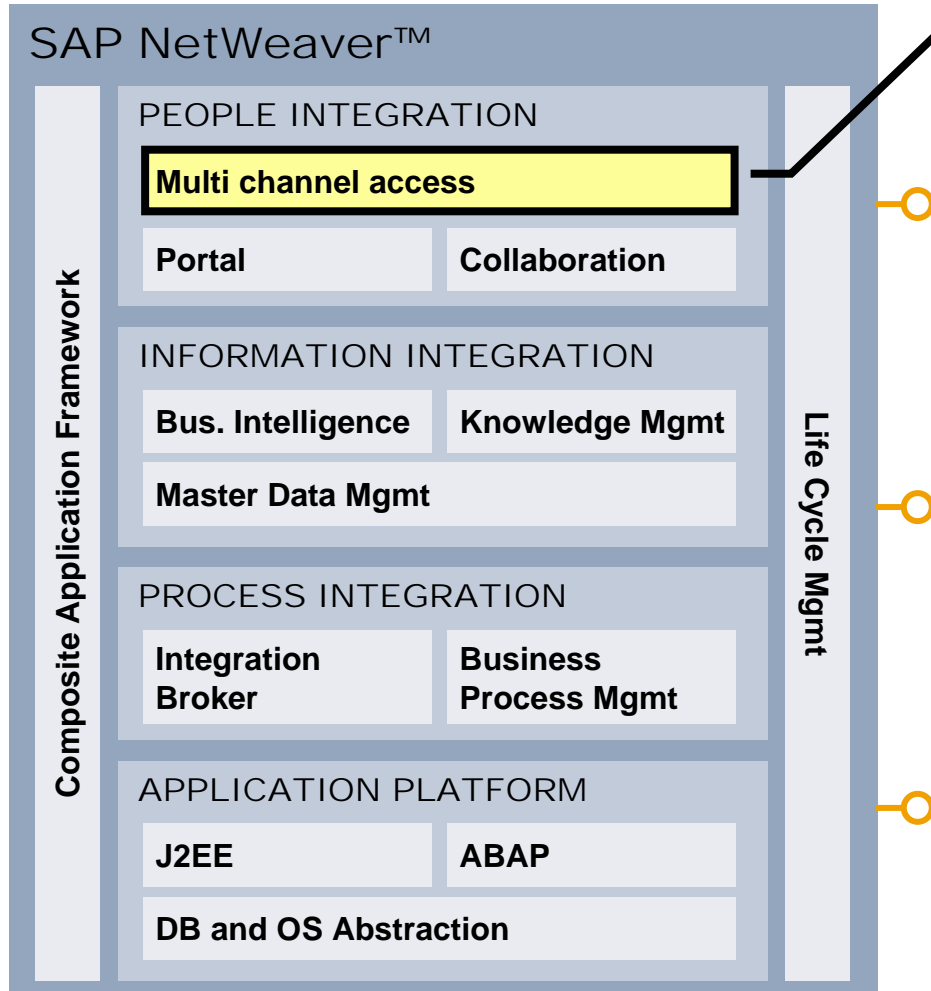
## Unifies and aligns people, information and business processes

- Integrates across technologies and organizational boundaries
- A safe choice with full .NET and J2EE interoperability

## The business foundation for SAP and partners

- Powers business-ready solutions that reduce custom integration
- Its Enterprise Services Architecture increases business process flexibility

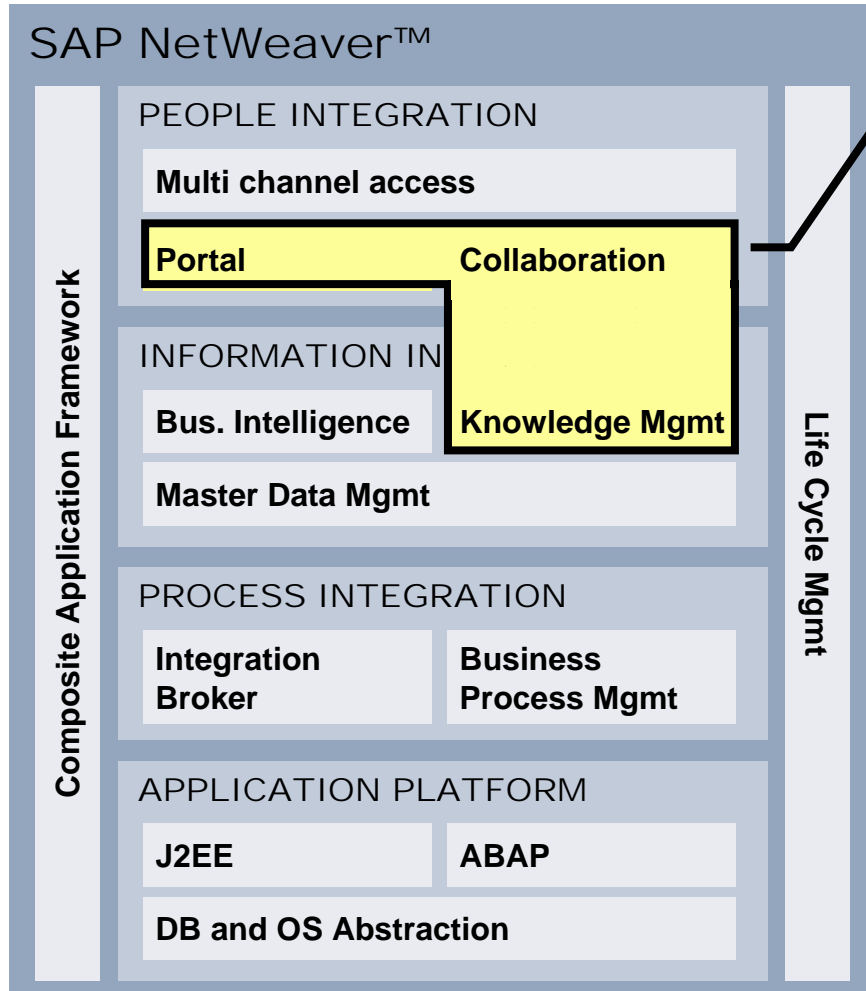




## SAP 모바일 인프라스트럭처

- 온라인 혹은 오프라인에서 모바일 애플리케이션 모두 구동 가능
- 휴대용 장비를 위해 고안 (포켓 PC, EPOC, 리눅스...)
- 브라우저 혹은 자체 프론트엔드
- 다양한 모바일 비즈니스 애플리케이션 사용 가능
- 100여 고객사 구축





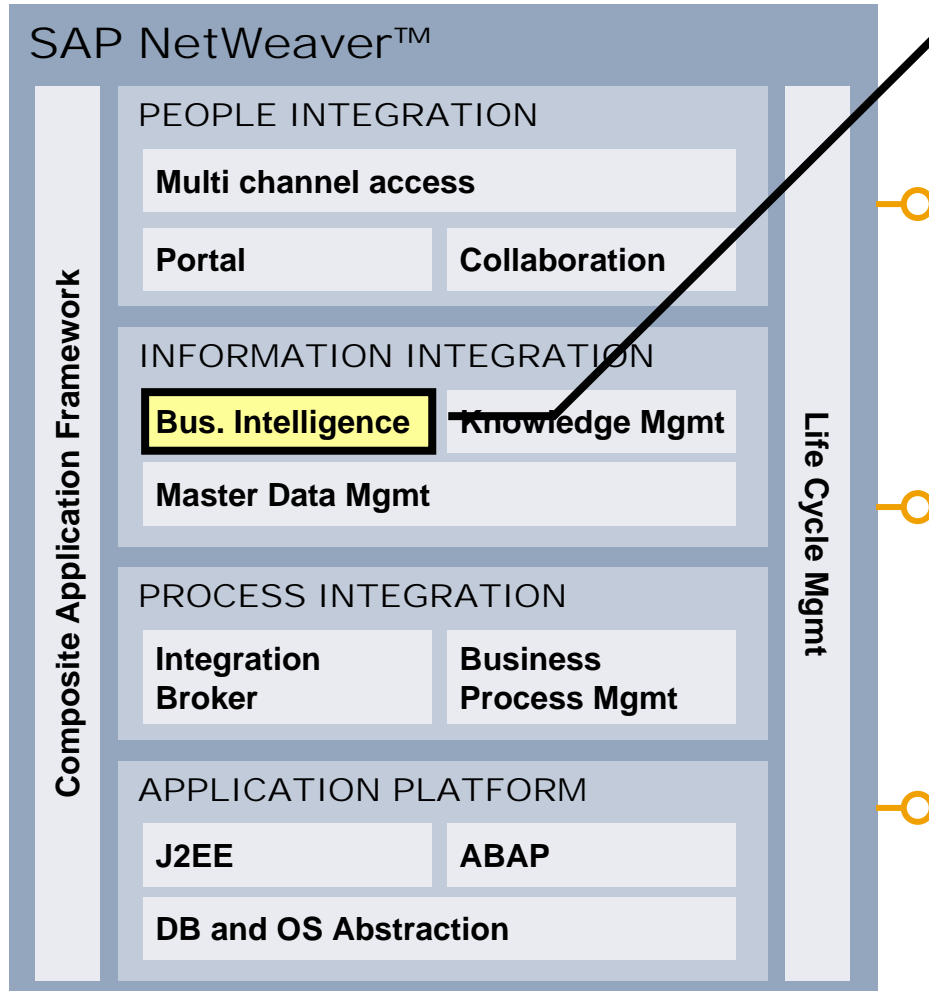
## SAP 엔터프라이즈 포털

- 플랫폼으로부터의 독립성
- 모든 소스/대상 지원, 역할 기반
- 팀 협업 (실시간 및 비동기식 모두 지원)
- 비구조화된 정보의 저작, 버전 관리, 인덱싱, 검색
- 1700개 사업장 구축



# SAP 넷위버

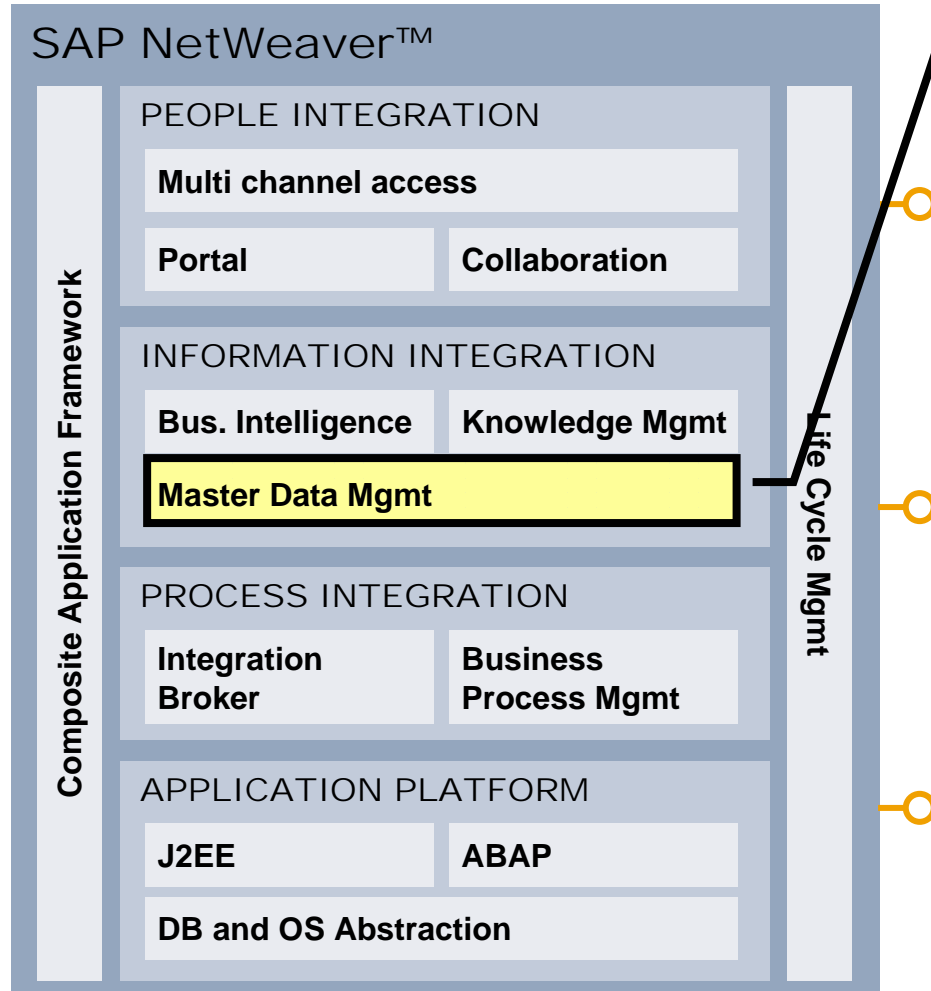
비즈니스 인텔리전스 요구를 충족시킬 수 있는 가장 손쉬운 방법



## SAP 비즈니스 인텔리전스

- 전사적 비즈니스 인텔리전스를 위한 포괄적 솔루션
- 신속한 구축을 위한 비즈니스 콘텐츠 사전 제공
- 포털과의 완벽한 통합
- 개방형 아키텍처 (**Crystal, Ascential**)
- **6410**개 사업장 구축
- **95%**가 **non-SAP** 데이터 추출



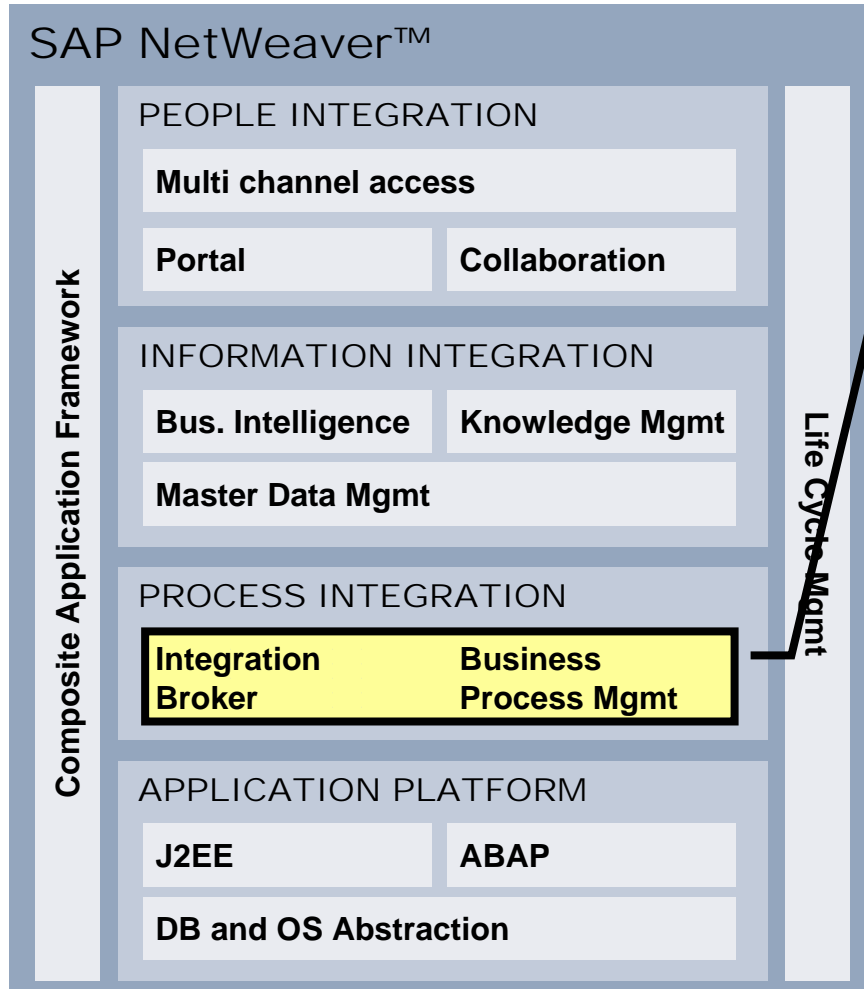


## SAP 마스터 데이터 관리

- 비즈니스 네트워크 전체에 걸친 정보의 무결성
- 콘텐츠를 통합하고 마스터 데이터(예: 제품 데이터, 고객 데이터)를 중앙에서 관리하기 위한 서비스 및 지원
- mySAP SRM에서 MDM 통합 기능 제공

# SAP 넷위버

비즈니스 프로세스 통합에 따른 높은 퍼포먼스 및 유연성

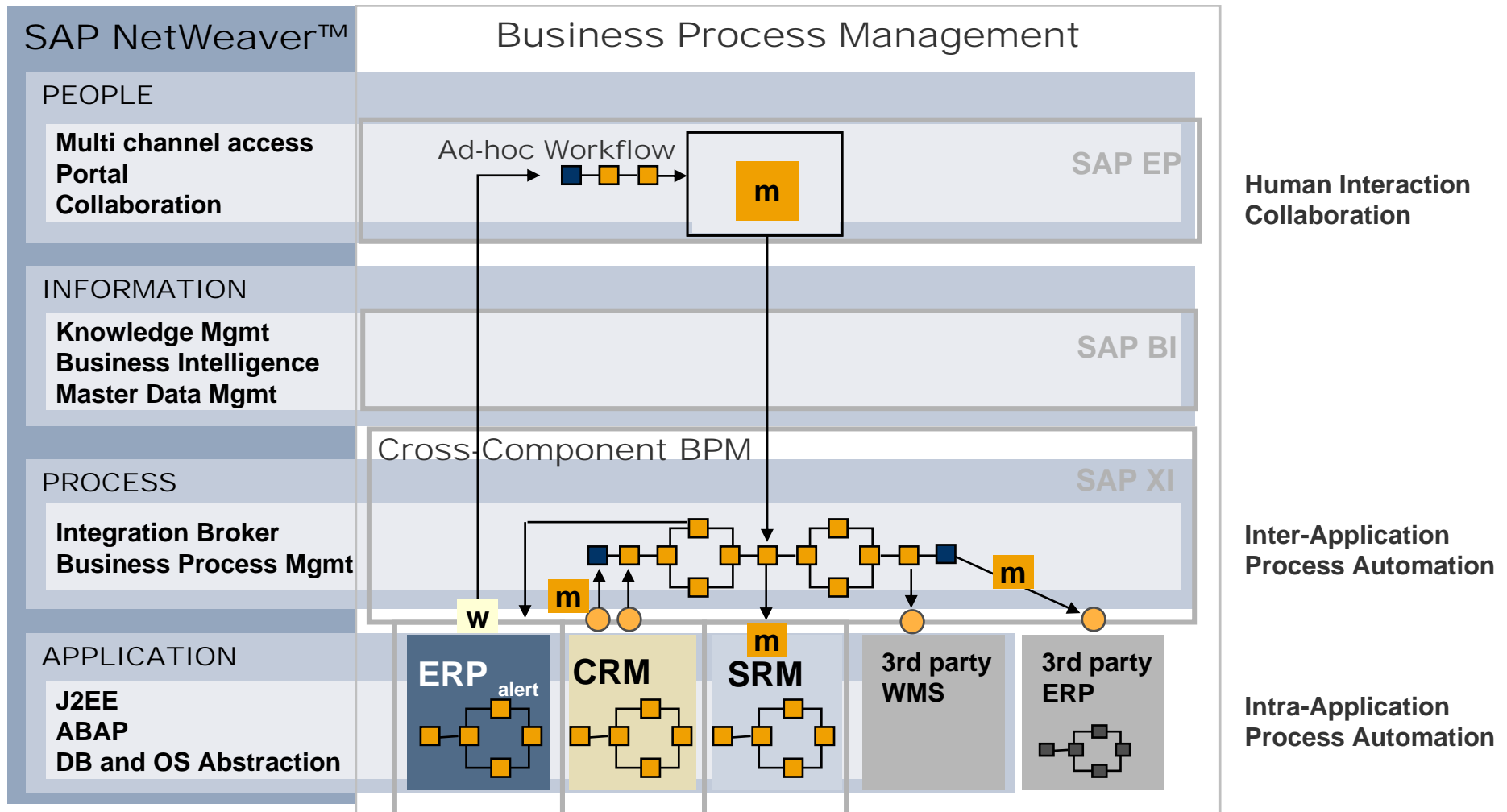


## SAP 익스체인지 인프라스트럭처

- Based on open Java and XML standards
- Supporting J2EE, ABAP and .Net
- One infrastructure covering both internal and external integration (with SAP and non-SAP)
- Separates integration from application code
- 130개 사업장 확보, 급속한 증가 추세!



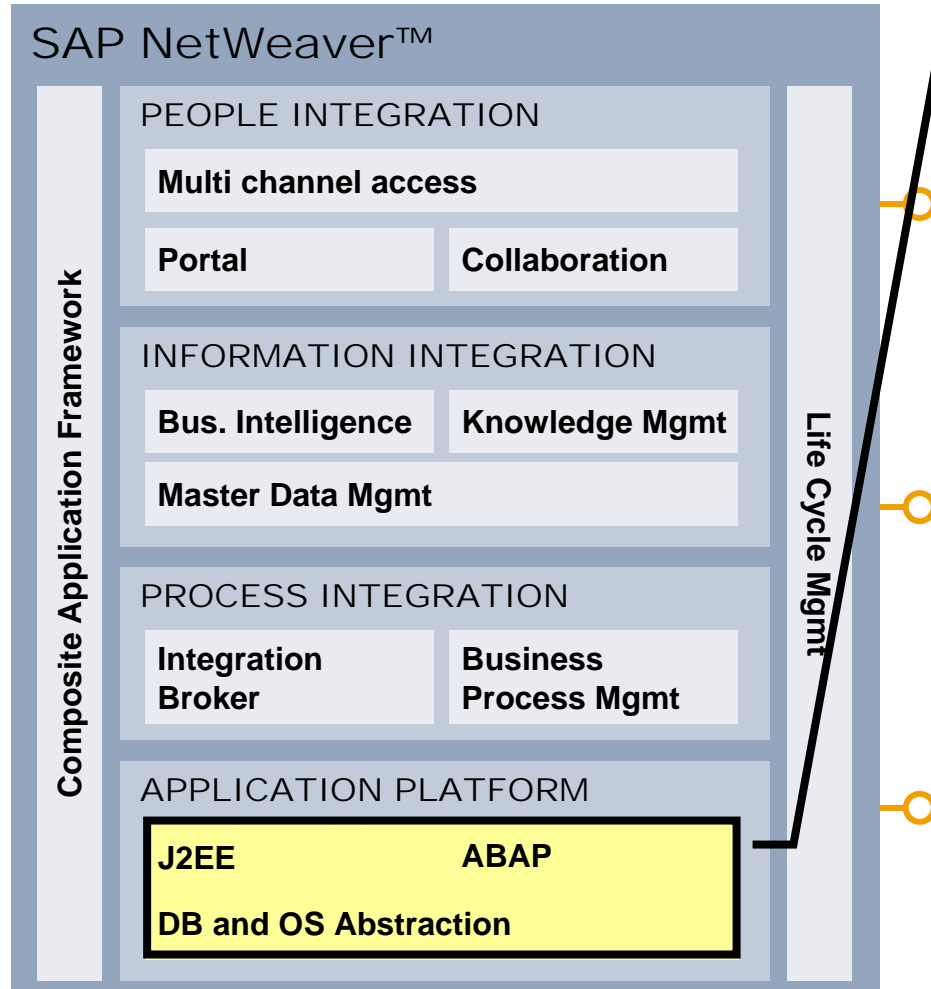
# Business Process Management



- m** = Business Document Business Workflow
- w** = Workitem
- = Adapter

# SAP 넷위버

기존 투자 보호 및 엔터프라이즈 규모 Java 지원



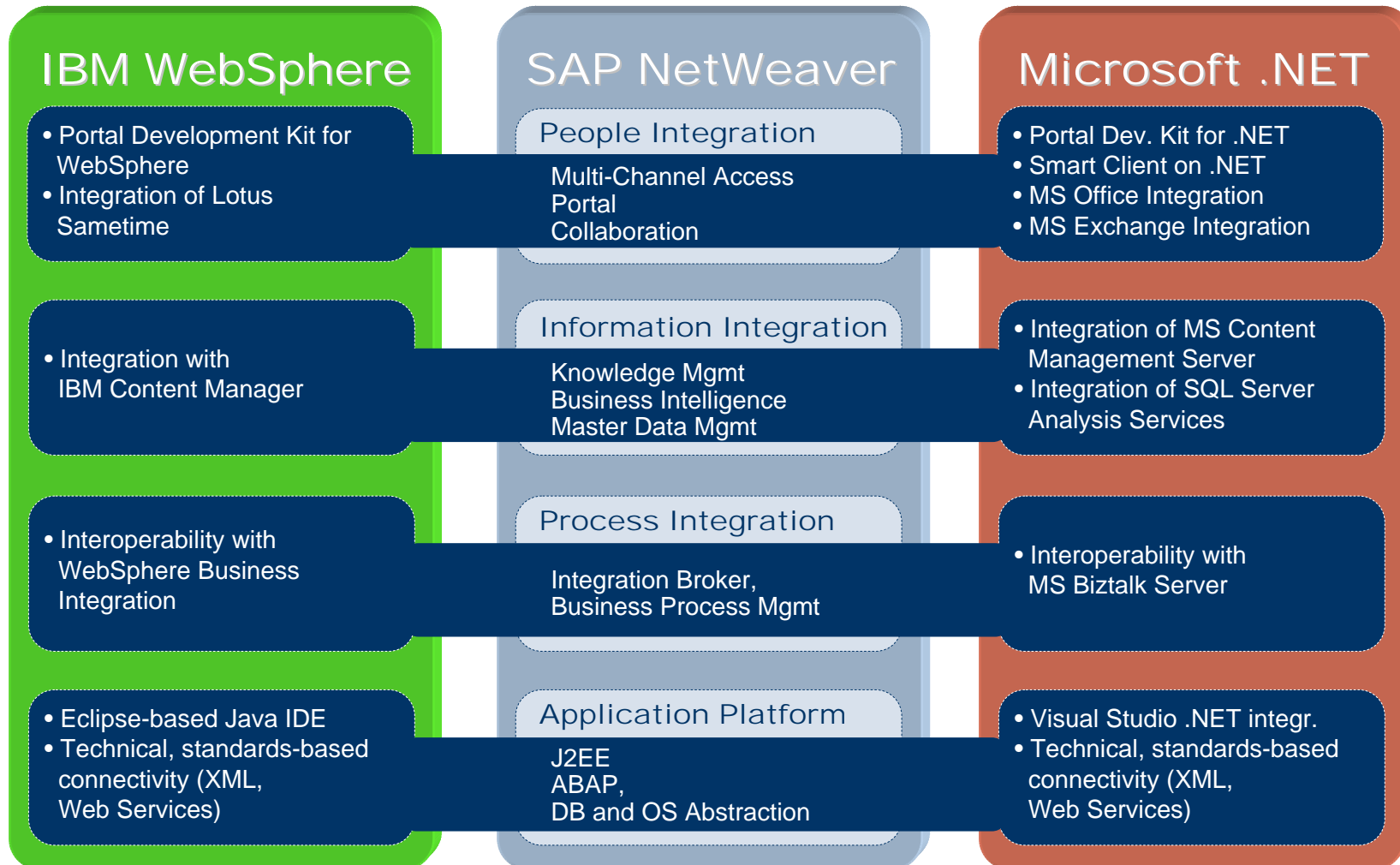
## SAP 웹 애플리케이션 서버

- J2EE 호환성, Java 및 ABAP 모두 지원
- 고도의 확장성 및 안정성, 고급 캐싱(caching)
- OS 및 DB에 대한 독립성
- 웹서비스 기본 지원
- 1800개 이상 사업장 구현



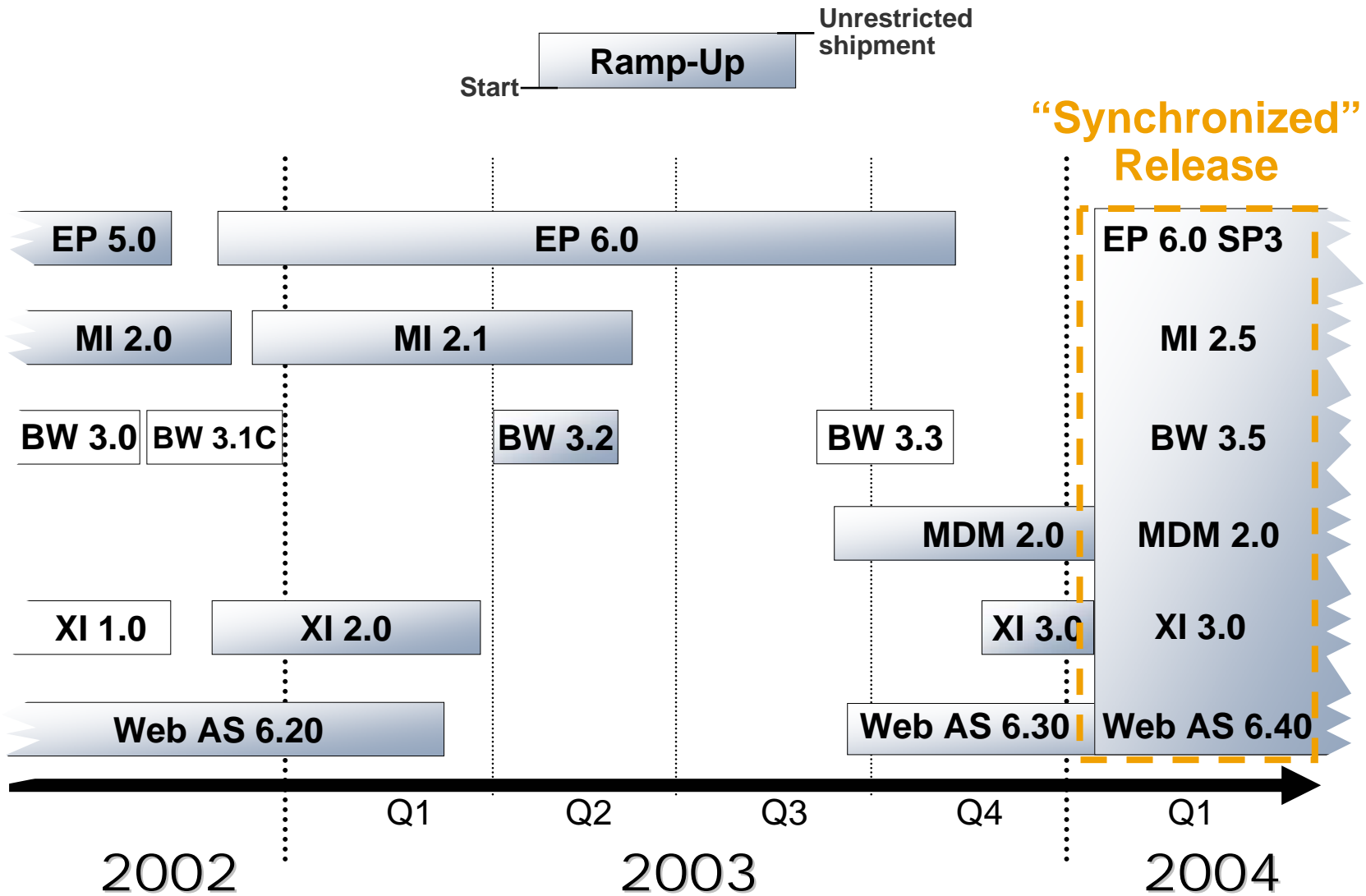
# SAP NetWeaver

## Interoperability with IBM WebSphere and Microsoft .NET

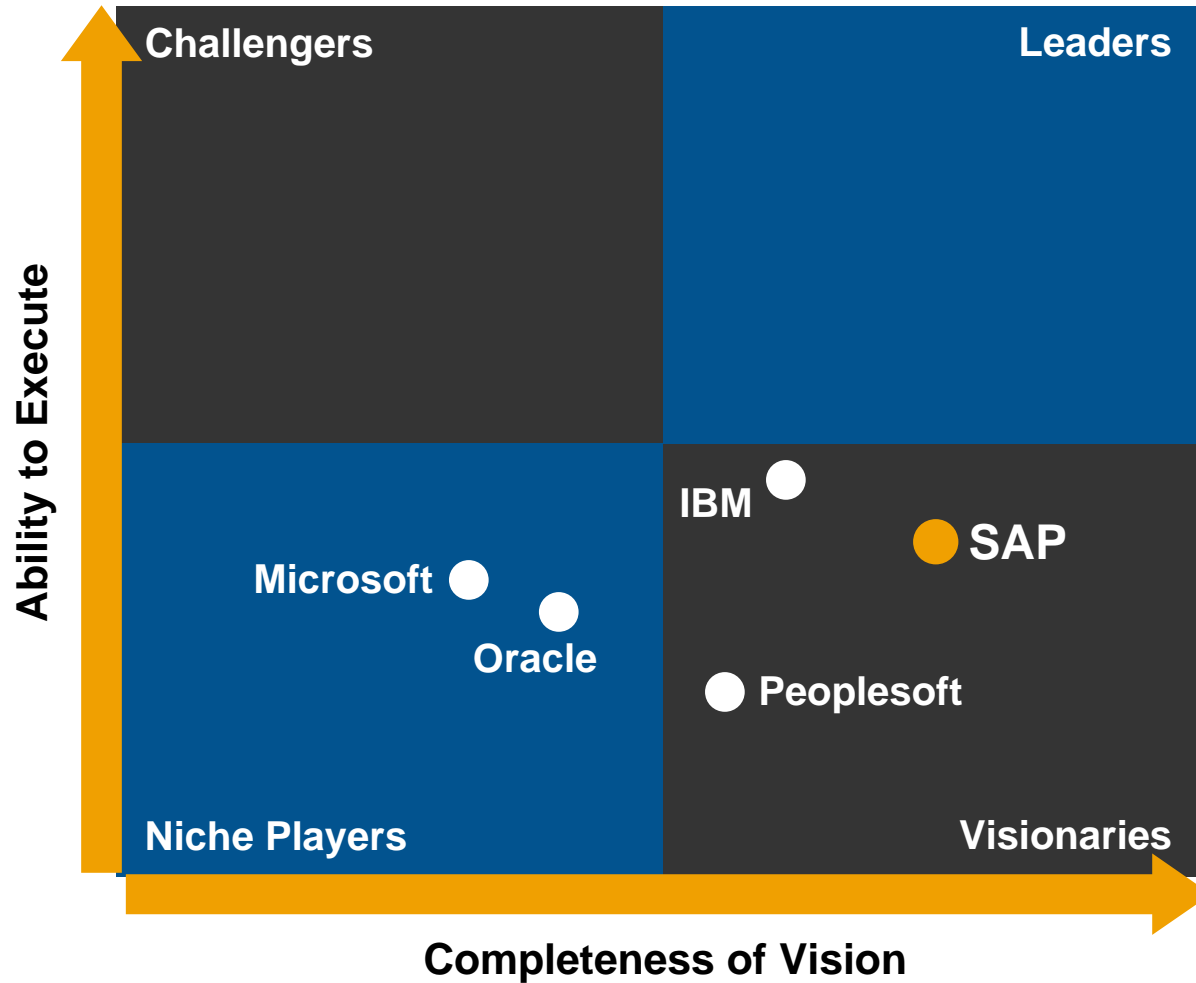




# SAP NetWeaver Product Roadmap



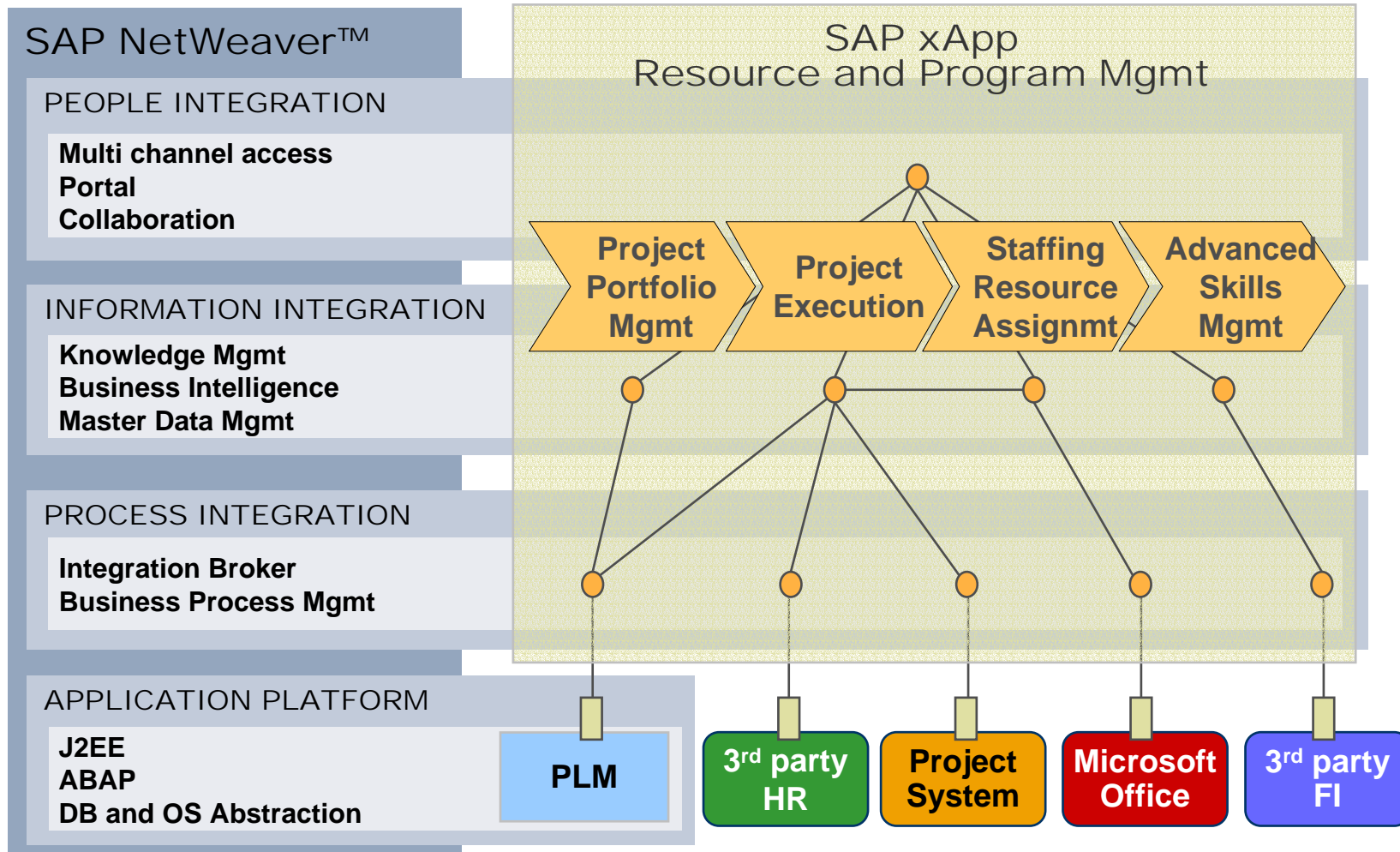
# SAP NETWEAVER LEADS IN ANALYST RANKINGS



Source: Simplified Gartner MQ on SES  
(Portal, BI, KM, Coll.) April 2003.

# SAP NetWeaver Powers SAP xApps

## Packaged Composite Apps that Drive Innovation and Execution



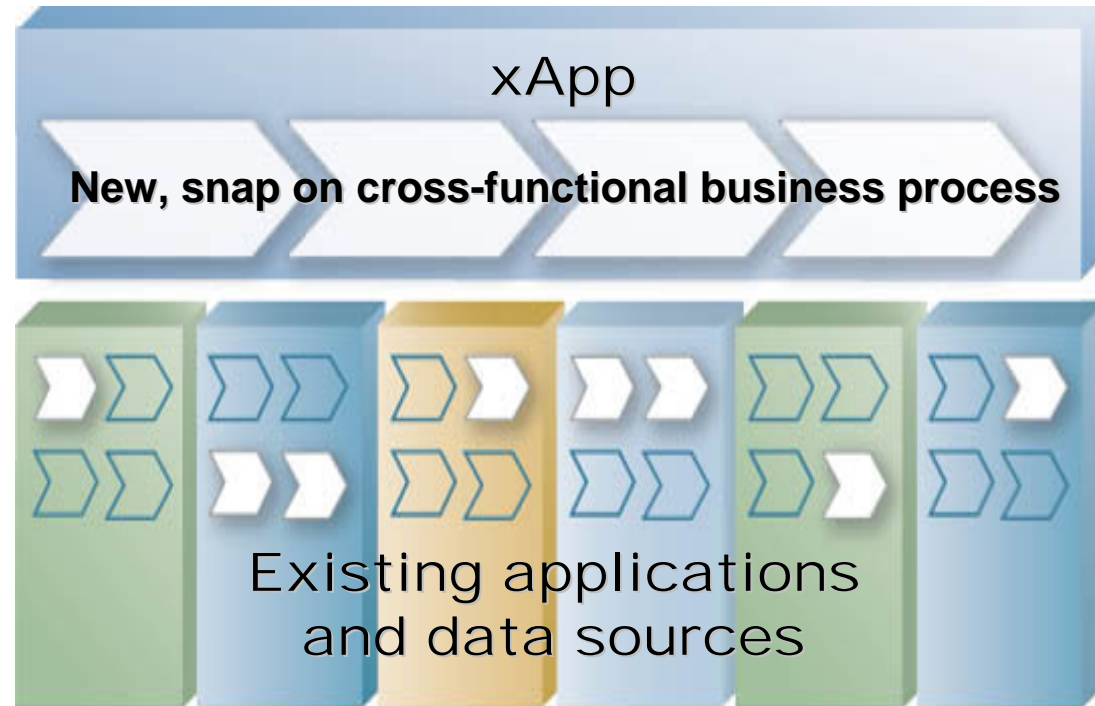
**xApps are  
a new breed of**

packaged  
composite  
applications

**that snap-on to an**

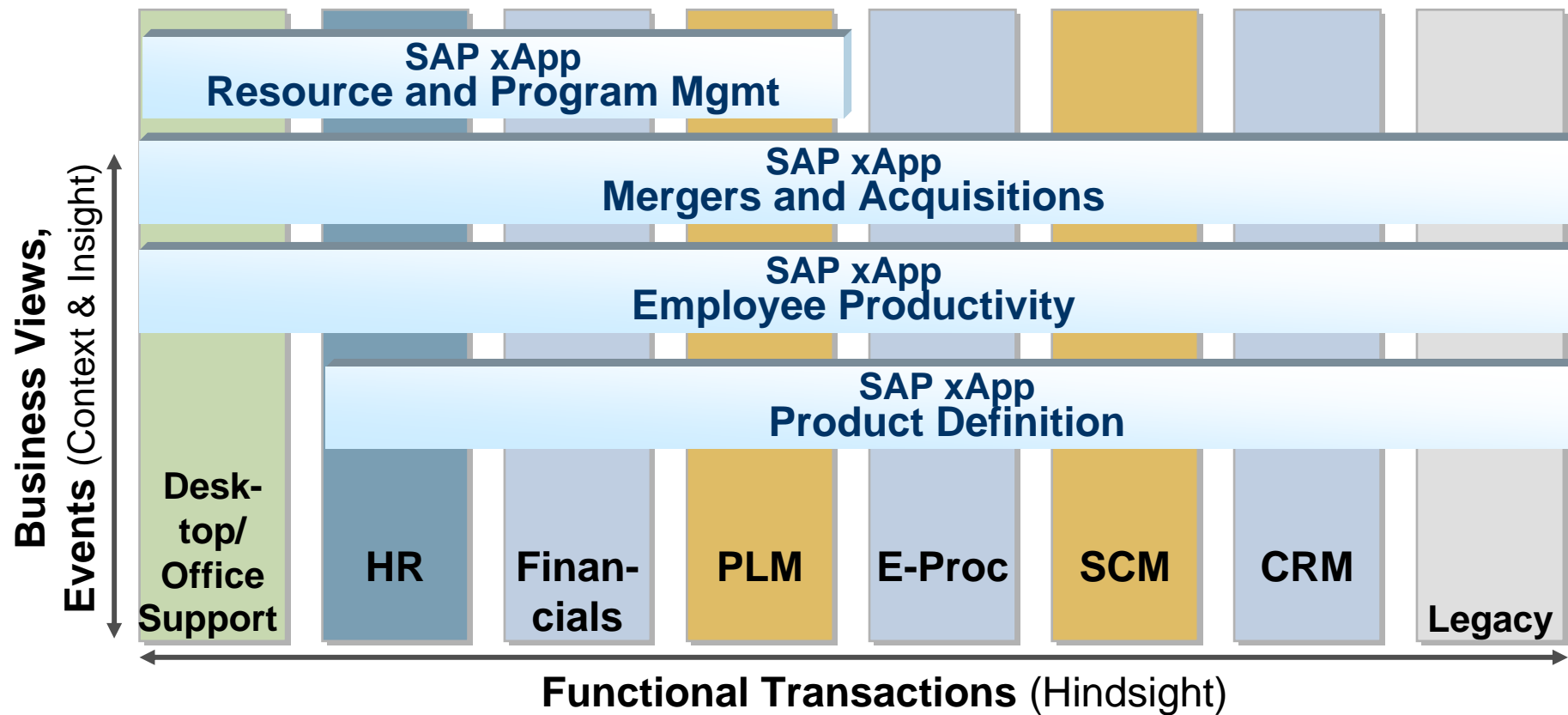
existing  
(heterogeneous)  
**IT environment**

**to create new, cross-  
functional business  
processes.**



# SAP xApps

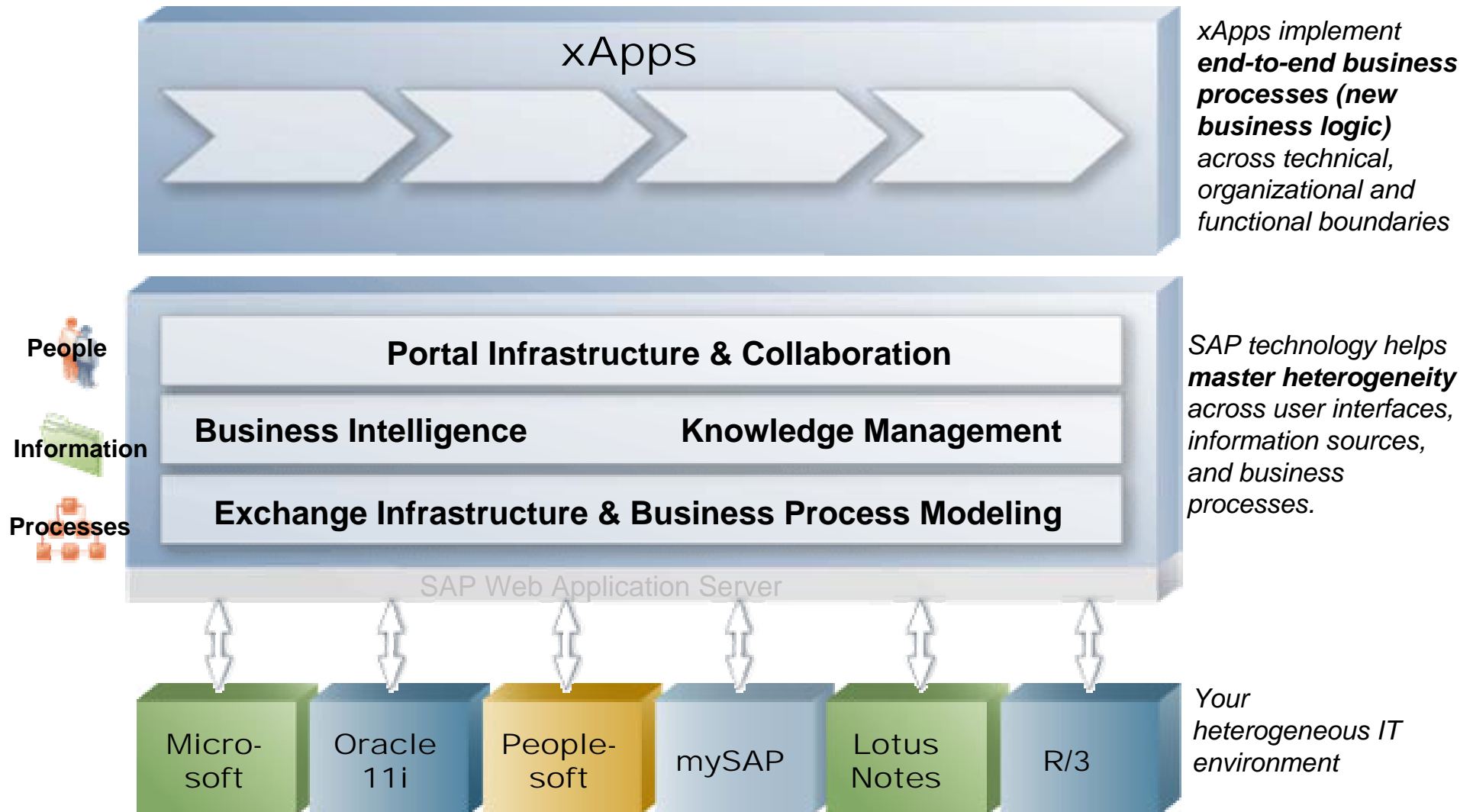
From Transactions to Intelligent Action



**Content-driven, cross-functional, composite, collaborative apps**

- Orchestrating heterogeneous underlying sources
- Decoupled from specific vendor applications
- Built on a unification platform for people, information and processes

# Create Cross-Functional, Composite Apps



# Planned Timeline for SAP xApps

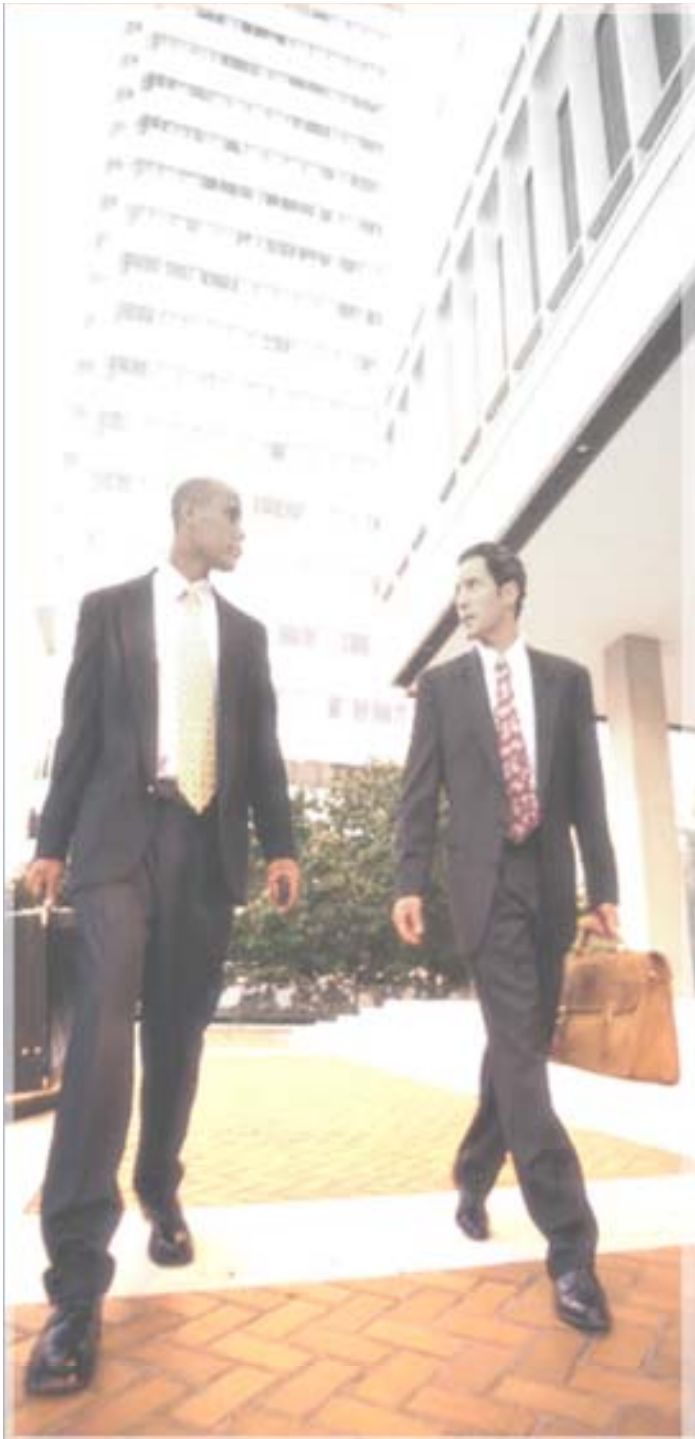
	Q3 '02	Q4 '02	Q1 '03	Q2 '03	Q3 '03	Q4 '03
xRPM	Engage Pilot Customers	Restricted Availability v.1 (12 / 06)		General Availability v.1	Restricted Availability v.2	
xMA			Engage Pilot Customers		Restricted Availability v.1	
xEP			Engage Pilot Customers		Restricted Availability v.1	
xPIM			Engage Pilot Customers		Restricted Availability v.1	

## Arguments against Packaged Composite Apps

- **Existing technology is not fully optimized.**
- **A data warehouse is enough.**
- **PCA claims are broad and unrealistic.**
- **PCAs will not be meaningfully decoupled from the existing systems.**
- **Standards will be needed but slow to come.**
- **Web services are not ready for prime time.**

- Dan Woods, Packaged Composite Applications





# 감사합니다



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