
Deploying World-Class E-Commerce Sites with SAP HANA® Cloud Platform

Company

Jaguar Land Rover Limited

Headquarters

Coventry, United Kingdom

Industry

Automotive

Products and Services

Automobiles and brand merchandise

Employees

25,000 (2012)

Revenue

£15.78 billion (€19.8 billion)
(2013)

Web Site

www.jaguar.com

Objectives

- Launch robust e-commerce sites for the sale of merchandise with a focus on user experience
- Provide premium visual design with high fidelity to brand values
- Enhance the online experience by allowing customers to purchase merchandise directly from Jaguar Land Rover Limited
- Quickly scale to support sales for multiple global sites

Why SAP HANA® Cloud Platform

- Responsive design across smartphone, tablet, and desktop devices
- Agile development environment that connects with core on-premise business systems
- Rapid application development and deployment capabilities
- Integration with various social media networks

Benefits

- Immediate availability, allowing multiple application instances to be deployed and refreshed rapidly
- Ease of integration with core internal systems, including the SAP® ERP and SAP Customer Relationship Management applications and SAP BusinessObjects™ business intelligence solutions using the on-premise connector for SAP software
- Compliance with all internal IT security requirements, including handling of personally identifiable information and the Payment Card Industry (PCI) Data Security Standard

Speed

That allows rapid deployments at sites around the world

Integration

With the entire SAP solution landscape

Compliance

With global data protection requirements

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