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SAP to offer healthcare services in Korea

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Singapore: SAP has recently announced cooperation with major Korean companies to enhance its healthcare services across Korea. SAP targets healthcare innovation with HANA, which combines database, data processing and application platform capabilities.

Ms Adaire Fox-Martin, president of SAP, Asia-Pacific Japan (APJ), said in a recent interview, "I understand healthcare is everywhere. Value proposition is the key point that Korean companies need to consider.I would say many different processes are underway."

She added that Korean companies increasing focus on healthcare driven projects made Korea a desired destination to increase business opportunities. "I can't tell you for the time being which projects SAP is specifically involved in with well-known Korean technology majors. But yes, Korean firms are investing more in healthcare projects," said the executive.

Among other health-related activities, SAP Care circles program is designed to aid the medical fraternity. Reports state that SAP will soon begin "pilot programs" of the Care Circles solutions to its top Korean clients including Seoul National University Hospital Bundang.

Ms Fox- Martin further mentioned that the company had already embarked on its healthcare mission in Korea by setting up their first innovation center in the country. SAP has also established partnerships with International Business Machines (IBM) for projects on cloud computing.