

# True Value Creation in a Digital Economy

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Steve Tzikakis, President EMEA South, SAP SE



# TECH TRENDS

*Transforming the way  
we work, live and  
communicate*

HYPERCONNECTIVITY

BLOCK  
CHAIN



SUPERCOMPUTING  
DATA SCIENCE



5

SMARTER  
WORLD



CLOUD





**Personalized  
experience**

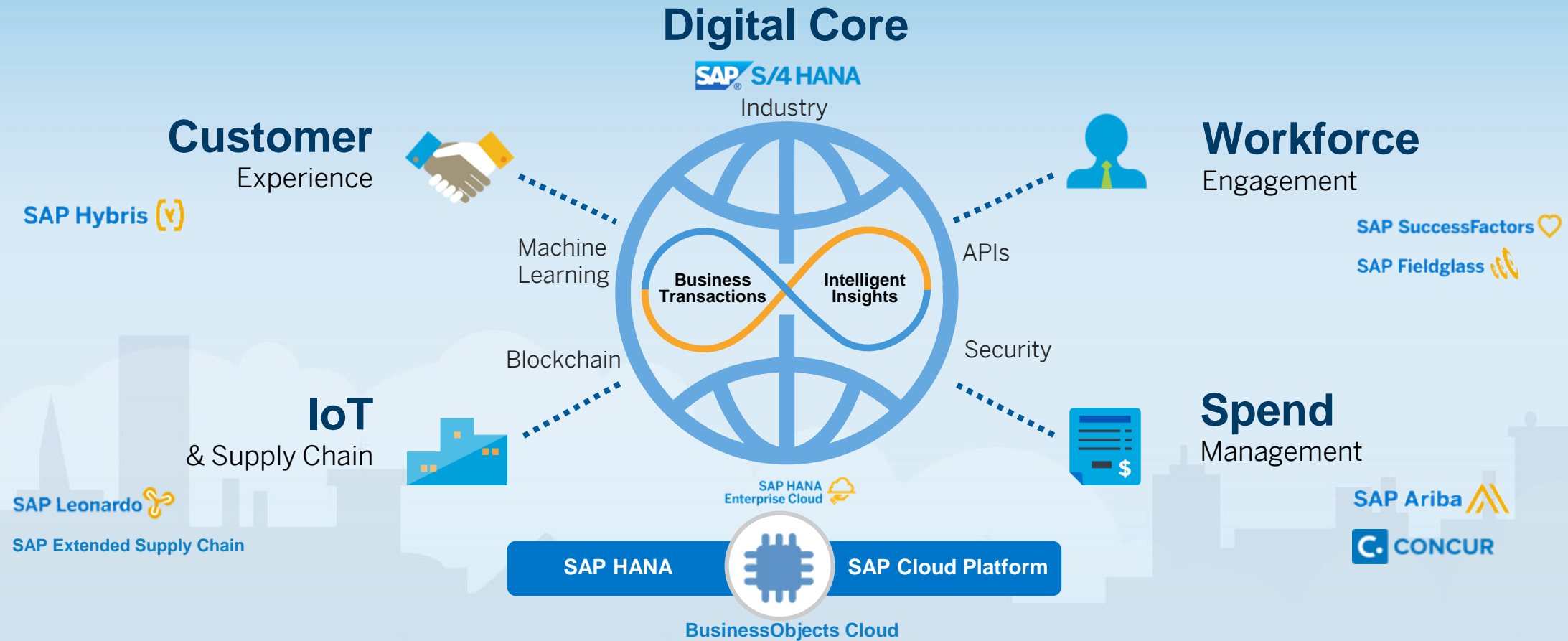
**Real time**

# **NEW BUSINESS CAPABILITIES**

**Optimized  
value chain**

**Predictive**

# SAP enables Digital Transformation across the entire Value Chain



# In the Age of Digital Disruption, don't just survive; Thrive.

From surviving market disruptors...

...To thriving via digital transformation



The most rooms booked. 0 properties owned



80M subscribers watching 10B hours per month



From apparel company to fitness platform



From traditional motorcycle manufacturer to building highly customized vehicles



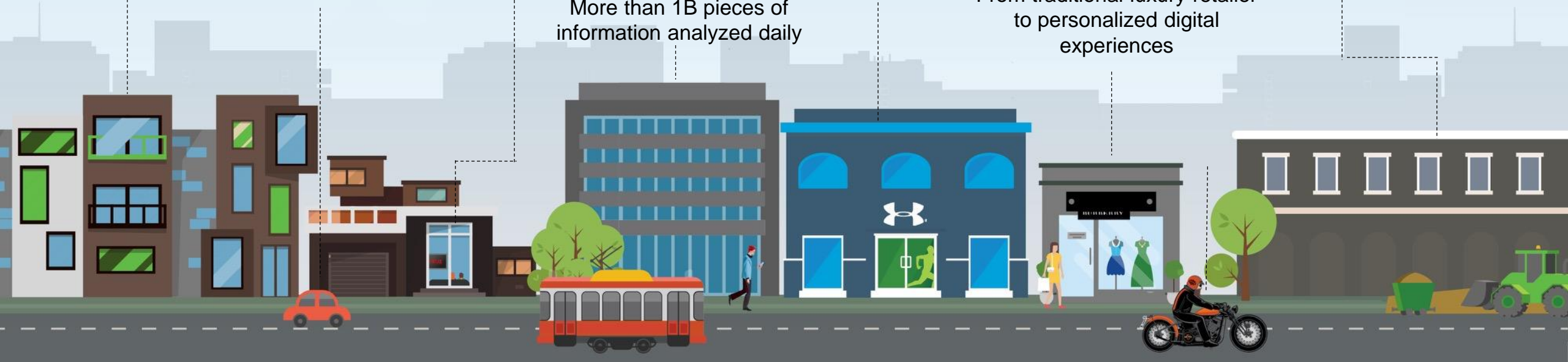
2B+ rides. 0 cars owned



More than 1B pieces of information analyzed daily

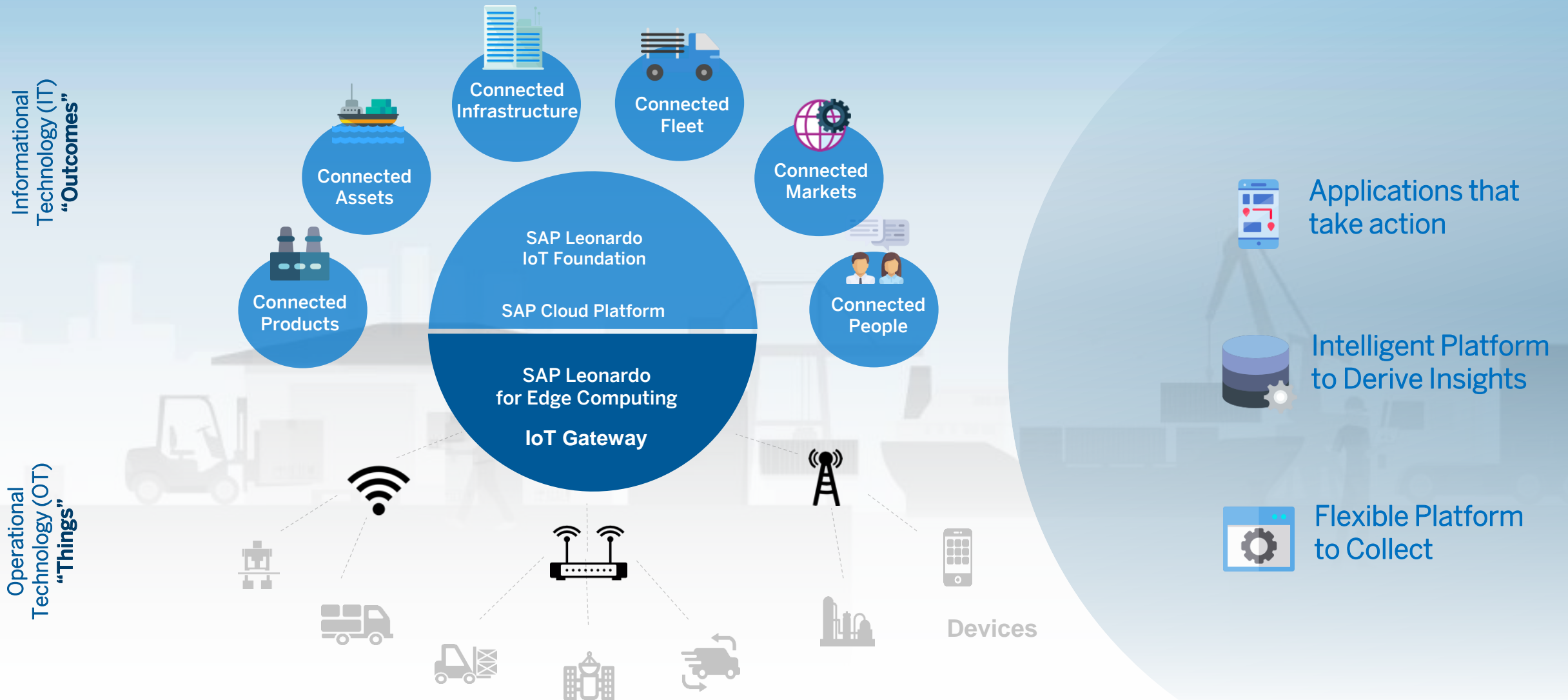


From traditional luxury retailer to personalized digital experiences





# SAP Leonardo enables IoT across the Extended Supply Chain



An aerial photograph of a city skyline at sunset. The sun is low on the horizon, creating a bright orange and yellow glow that silhouettes the buildings. The Tokyo Tower is prominent on the right side of the frame. The text "Yes we will" is centered in a bold, black, sans-serif font.

**Yes we will**

Thank you

