True Value Creation in a Digital Economy

SAP Forum Portugal, May 10 2017
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TECH TRENDS
Transforming the way we work, live and communicate

- Hyperconnectivity
- Supercomputing
- Data science
- Cloud
- Blockchain
- Smarter world
- Transforming the way we work, live and communicate
NEW BUSINESS CAPABILITIES

- Personalized experience
- Real time
- Predictive
- Optimized value chain
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

- **Airbnb**: The most rooms booked. 0 properties owned
- **Uber**: 2B+ rides. 0 cars owned
- **Netflix**: 80M subscribers watching 10B hours per month
- **eBay**: More than 1B pieces of information analyzed daily
- **Under Armour**: From apparel company to fitness platform
- **Harley-Davidson**: From traditional motorcycle manufacturer to building highly customized vehicles
- **Burberry**: From traditional luxury retailer to personalized digital experiences

From surviving market disruptors... ...To thriving via digital transformation
SAP Leonardo enables IoT across the Extended Supply Chain

SAP Leonardo IoT Foundation
SAP Cloud Platform
SAP Leonardo for Edge Computing
IoT Gateway

Connected Infrastructure
Connected Fleet
Connected Markets
Connected People
Connected Assets
Connected Products

Informational Technology (IT) "Outcomes"
Operational Technology (OT) "Things"

Flexible Platform to Collect
Intelligent Platform to Derive Insights
Applications that take action

Devices

Connected Fleet
Connected Markets
Connected People
Connected Assets
Connected Products
Connected Infrastructure
Yes we will
Thank you