

Empathy

SAP's AI vision



Carlos Díaz
VP DDM & Innovation EMEA South
May 10th, 2017

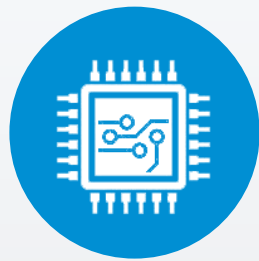


Deep Learning
Blockchain
Algorithm
Intelligent Business Assistant
Chatbot
MACHINE LEARNING
Precision Marketing

Microservices
API Economy
IoT
Beacon
Startup

Data Lake
Data

Empathy to Action



Super
Computing

HANA



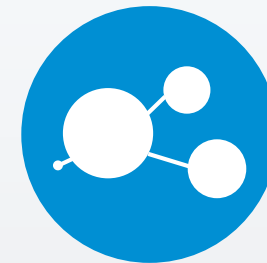
Machine
Learning

SAP Clea 



Hyperconnectivity

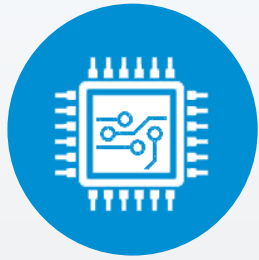
SAP Leonardo 



Platform
Economy

SAP Cloud

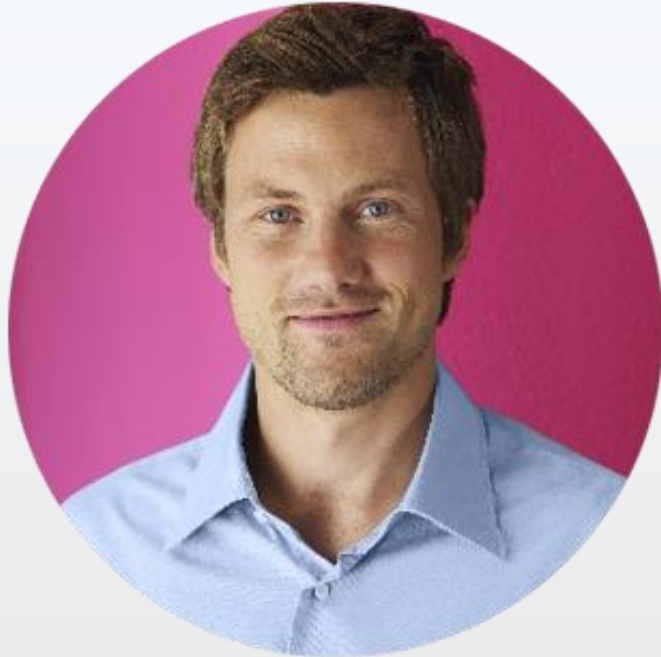
Empathy to Action



Super
Computing

HANA

Digital Twin



Big Data



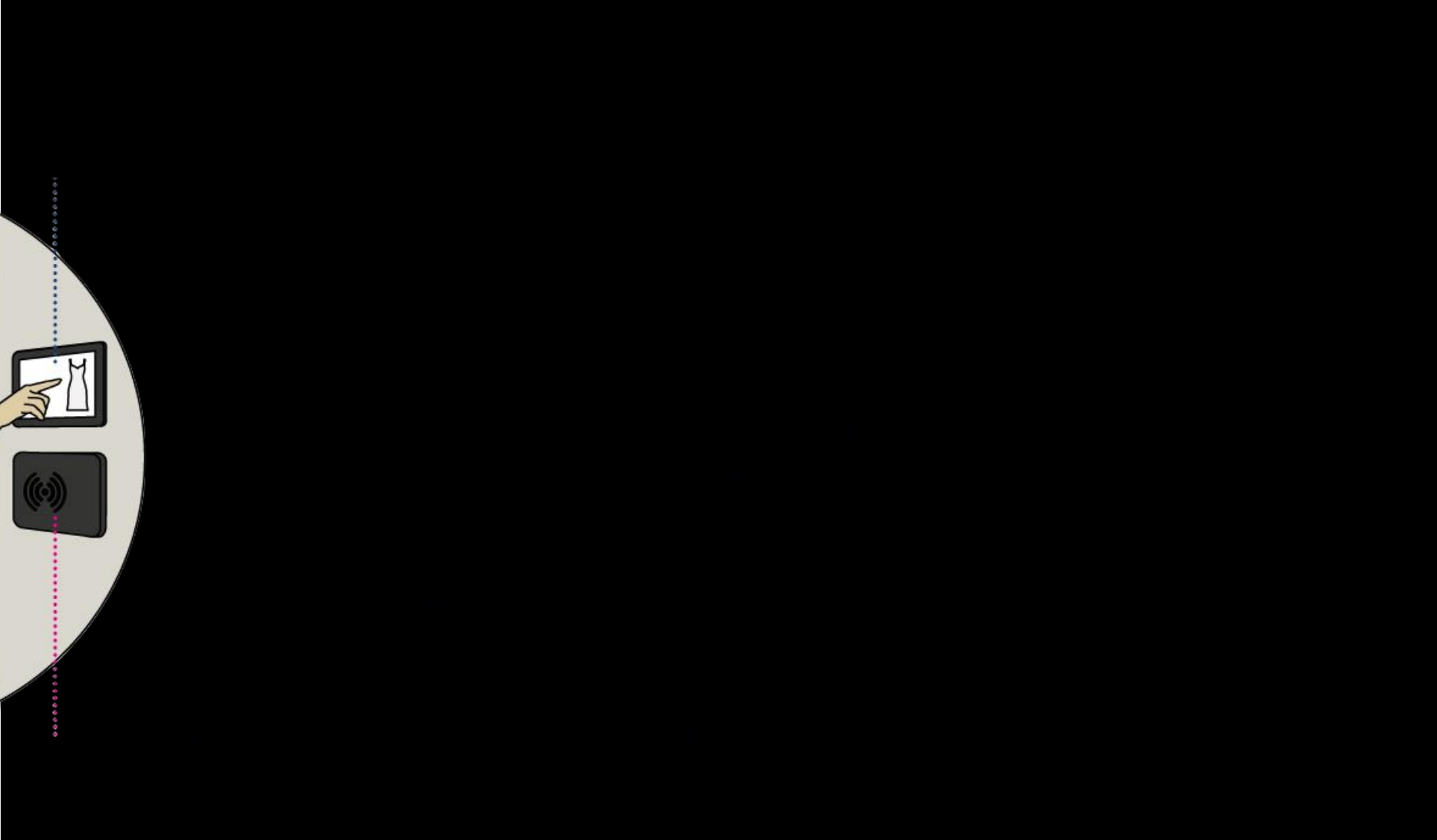
IoT



Customer
Behaviour



Digital Avatar



DGTAL Triplets

Digital Twin



Digital Twin



Player 1



Player 2

Digital Media. Simplified.

We transform Digital Advertising with SAP XM, the Next Generation Integrated Online Media Network.

LEARN HOW

<http://sapexchange.media/>



60% of the media budget spent is lost to middle men in the value chain from advertiser to publisher.

Connecting Advertisers and publishers Directly



PERFORMANCE OVERVIEW

FROM: TUE, 27 JUN, 2015 TO: TUE, 27 JUN, 2015

210K IMPRESSIONS **392** CLICKS **0,05%** CTR **14K** CONVERSIONS **\$213K** TOTAL SPEND **0,00%** CTR **99%** CPM

Historic Playback 07 May 2016 13:00

FILTER BY

In approval (x) By clicks (x) Mobile website (x) Android (x) IOS (x) Website (x) Web (x) Impr. < 30,000 (x) Lowest performance (x)

CAMPAIGN NAME	STATUS	DAYS LEFT	IMPRES.	CTR	CONV.	CVR	CPM	TTL SPEND
Australia Wylcef Jean 2014	ACTIVE	3	98k	0,05%	14K	0,03%	99%	€26.754
Australia Wylcef Jean Fac...	ACTIVE	3	98k	0,05%	14K	0,03%	99%	
Australia Takes Over Syd...	INACTIVE	0	98k	0,05%	14K	0,03%	99%	
Wylcef Australia: Faceboo...	ENDED	0	98k	0,05%	14K	0,03%	99%	
Australia: The Movie	PAUSED	120	98k	0,05%	14K	0,03%	99%	
Australia Backpacks Win...	ACTIVE	7	98k	0,05%	14K	0,03%	99%	€26.754
Win Original Australia Bac...	ACTIVE	7	98k	0,05%	14K	0,03%	99%	€26.754

NEW CAMPAIGN

- New Campaign
- New Campaign Group

Geo-Analytics

Interactive Visual Analytics

Filter

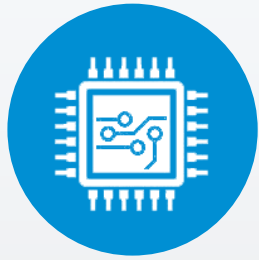
All campaigns with campaign KPI

CUSTOMER

Interactive, personalized digital displays



Empathy to Action



Super
Computing

HANA



Machine
Learning

SAP Clea 



SAP Enterprise Bots

Conversational User Interfaces for SAP Applications



Sales GPS

GPS like turn by turn guidance system to help sales reps meet their quotas, by offering personalized recommendation by rep, by deal and by account.

Sales GPS harnesses the power of AI, machine Learning and prescriptive analytics technologies on structured and unstructured data.

Emplay has won 3 industry awards with SAP. Its core Sales DNA and sales recommendation technology” is central to Amazon best seller “Data Driven” by Jenny Dearborn (SVP and CLO of SAP) and major contributor Sanchita Sur (CEO of Emplay).

SAP is our largest customer with over 1000 users. Our customer list also includes Netapp, Thomson Reuters, NXP-Freescale, Metlife, CNA and Brookshire.



How does it work?

INPUT

HR/ LinkedIn data	CRM/ ERP data	Partner DB	Marketing data	Firmographics	Competition DB
LMS/Partner Training	Install base data	Product usage	Survey/ field data	Social and digital DB	Sales content DB

Sales GPS App

Will I meet quota?

If not why?
What to do?

Which accounts
to focus on?

Which deals to
focus on?

Account and
deal next steps

Similar deals and
accounts

Which KPIs have
improved?



“Everything will be done through models and algorithms. That’s the message.”

Hasso Platner SAPPHIRE 2014

i ERP (intelligent ERP)

About SAP SE / SAP News Center / **Mobile**

The Human Touch: SAP Introduces a Digital Assistant for the Enterprise

October 14, 2016 by [Esther Blankenship](#)  362



Manage Products

My Products * basic

Editing Status: All Availability: Price Range: Category: Supplier:

Products (10)

Image	Product ID	Category	Sub-Category	Supplier	Availability	Price
	Notebook Basic 15 HT-1000	Computer Systems	Notebooks	SAP	<input checked="" type="checkbox"/> In Stock	USD >
	Notebook Basic 17 HT-1001	Computer Systems	Notebooks	Becker Berlin	<input checked="" type="checkbox"/> In Stock	USD >
	Notebook Basic 18 HT-1002	Computer Systems	Notebooks	DelBont Industries	<input checked="" type="checkbox"/> In Stock	USD >
	Notebook Basic 19 HT-1003	Computer Systems	Notebooks	Talpa	<input checked="" type="checkbox"/> In Stock	USD >
	Flat Basic HT-1035	Computer Components	Flat Screen Monitors	Anav Ideon	<input checked="" type="checkbox"/> In Stock	USD >
	Laser Basic HT-1041	Printers & Scanners	Laser Printers	Compostela	<input checked="" type="checkbox"/> In Stock	USD >
	Fabric bag professional HT-1114	Computer Systems	Computer System Accessories	Anav Ideon	<input checked="" type="checkbox"/> In Stock	★★★★★☆☆☆☆☆ 31,00 USD >

CoPilot

JB JANEBOT

MF Michael Falk
D037537

IG Ioannis Grammatikakis
D022368

IL Ingmar Lemke
I811939

TR Thomas Reiss
D019093

MS Martin Steiner
I803970

JW John Wandrocke
I804074

1 selected Ok Clear Cancel

SAP CoPilot Everywhere



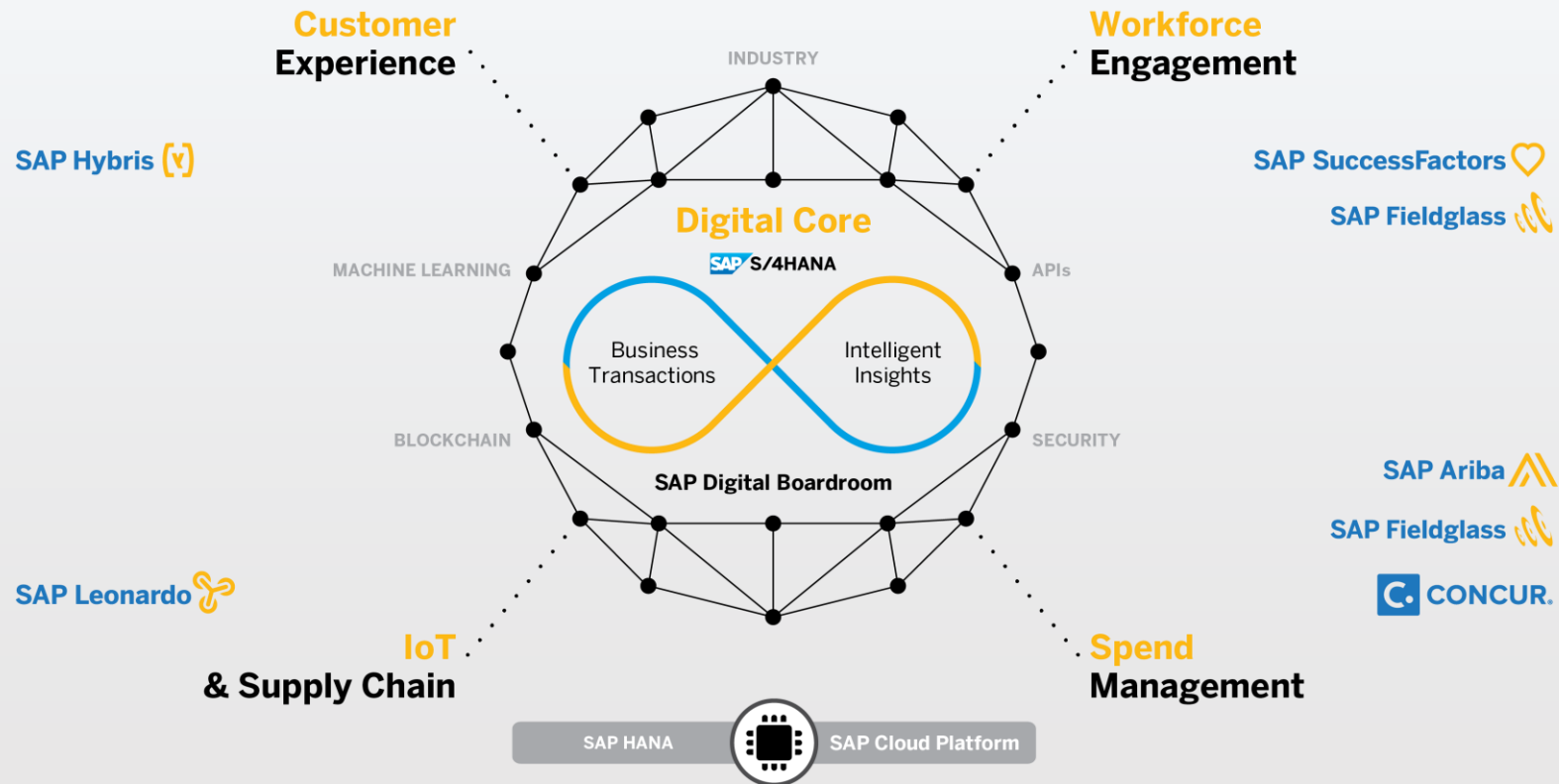
Simon

Sales Executive

SAP CoPilot Everywhere – One Digital Assistant with One Personality Across All Products & Solutions, Industries and LoBs

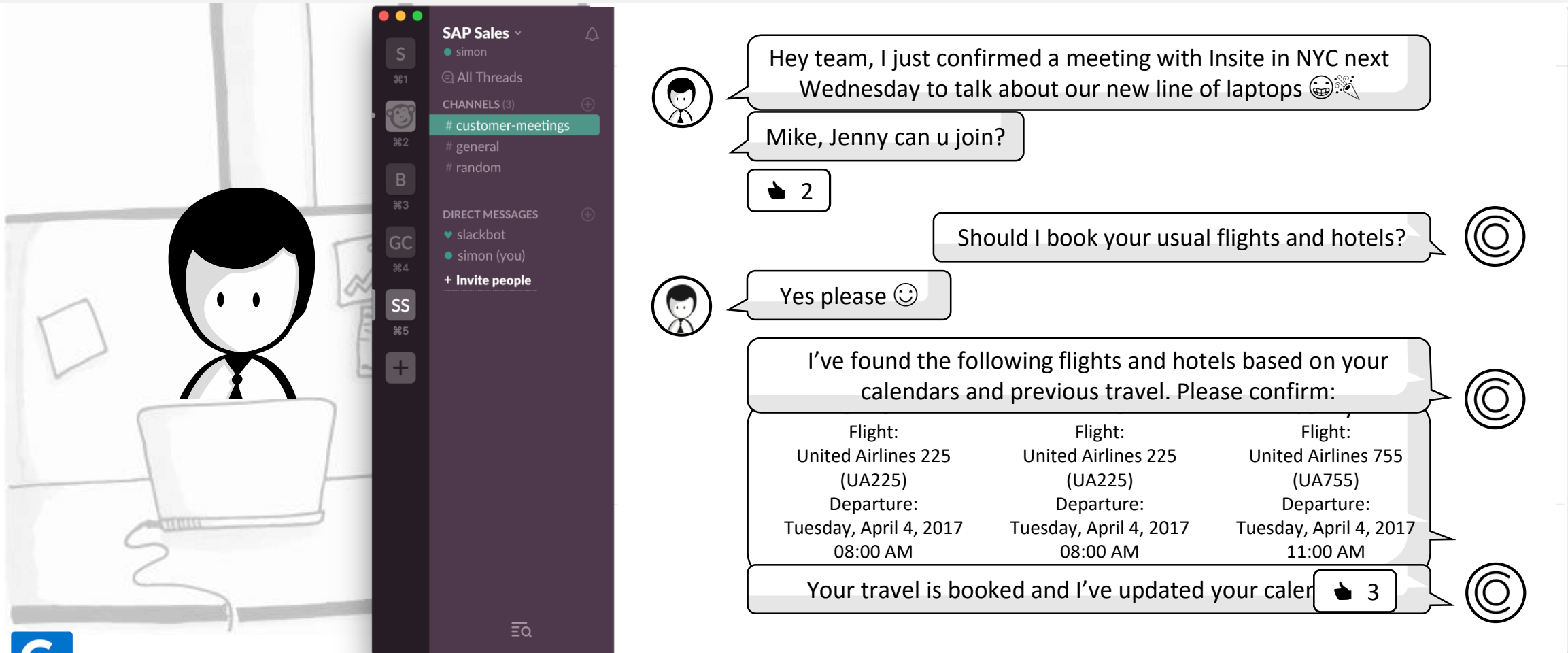
CoPilot

for S/4HANA



In the Office

It is Friday evening and Simon just finished a call with his customer, Insite. He lets his colleagues know about an upcoming customer meeting he has just confirmed. He uses Slack to communicate with his teammates and CoPilot is part of the conversation and proactively helps arrange travel and accommodations for them.



The Airport Lounge

While Simon and Mike are waiting to board their flight in the airport lounge, they want to prepare for the upcoming meeting. Simon asks CoPilot to provide some information about the customer.

Hey CoPilot, what do I need to know about this customer?

Here is some information about Insite:

2016 Revenue:

Q1: \$2,454
Q2: \$2,160
Q3: \$2,233
Q4: \$2,343

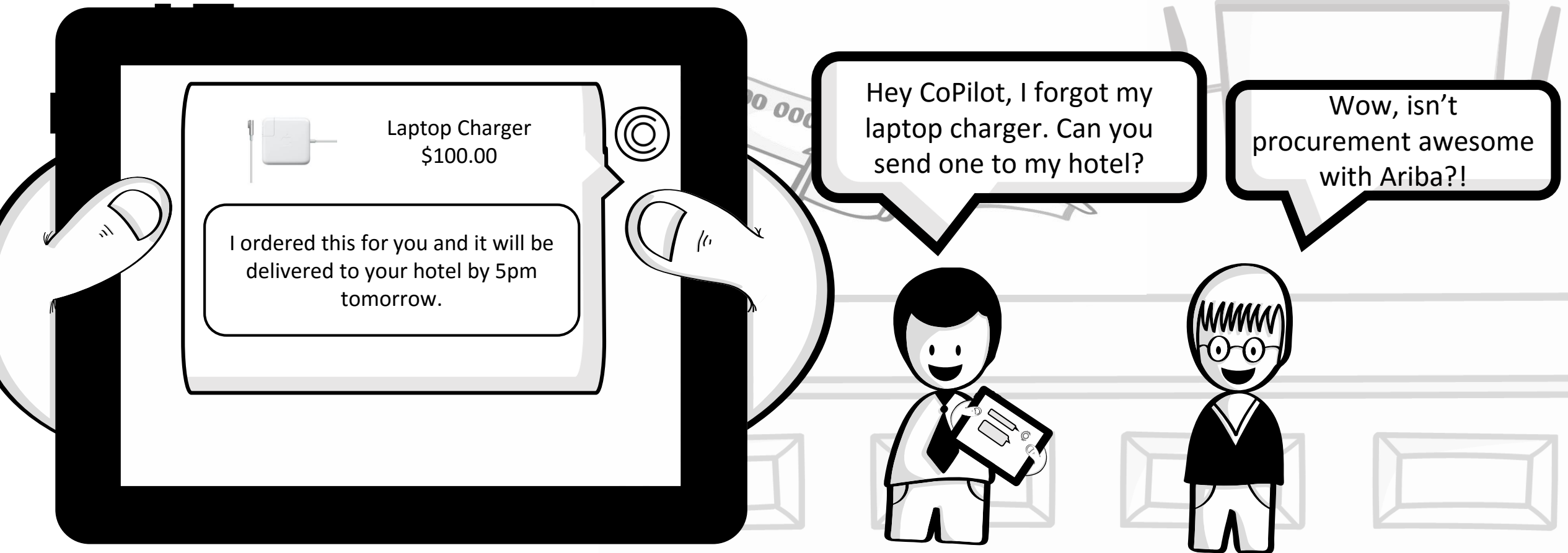


Previous purchase orders:

[Laptops 20,500](#)
[Smartphones 12,000](#)

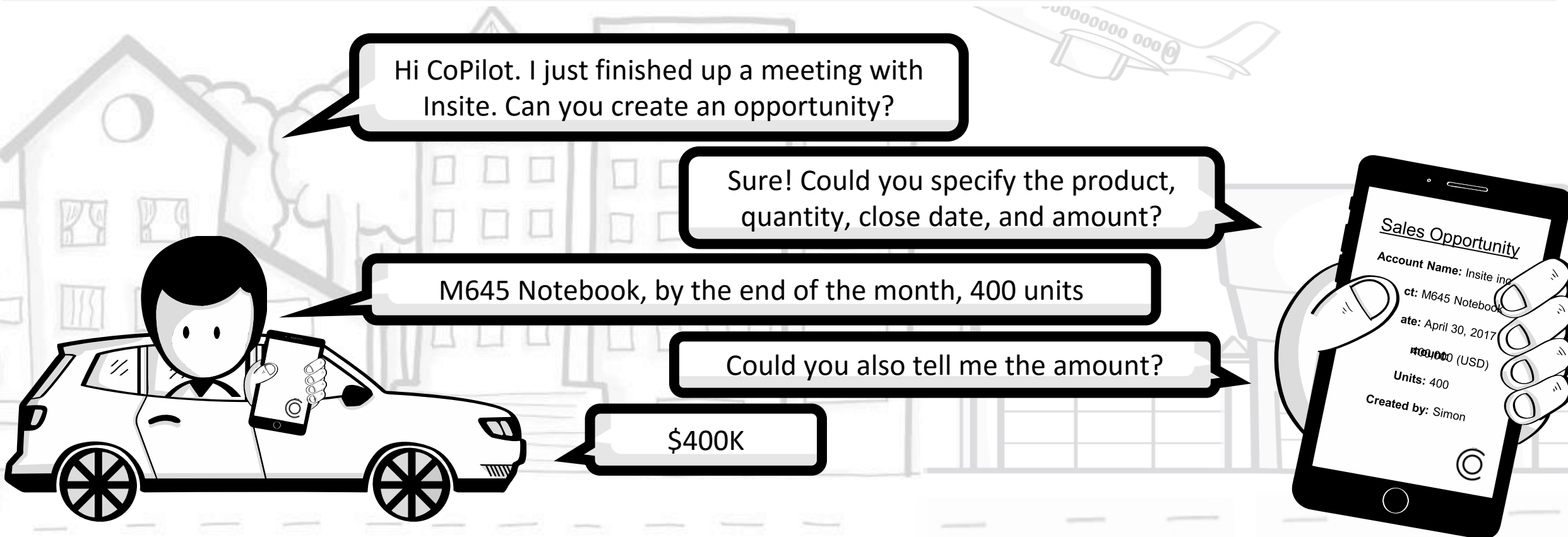
The Airport Lounge

Right before boarding, Simon realizes he forgot to bring his laptop charger. He quickly asks CoPilot to purchase one for him in his company's B2B system.



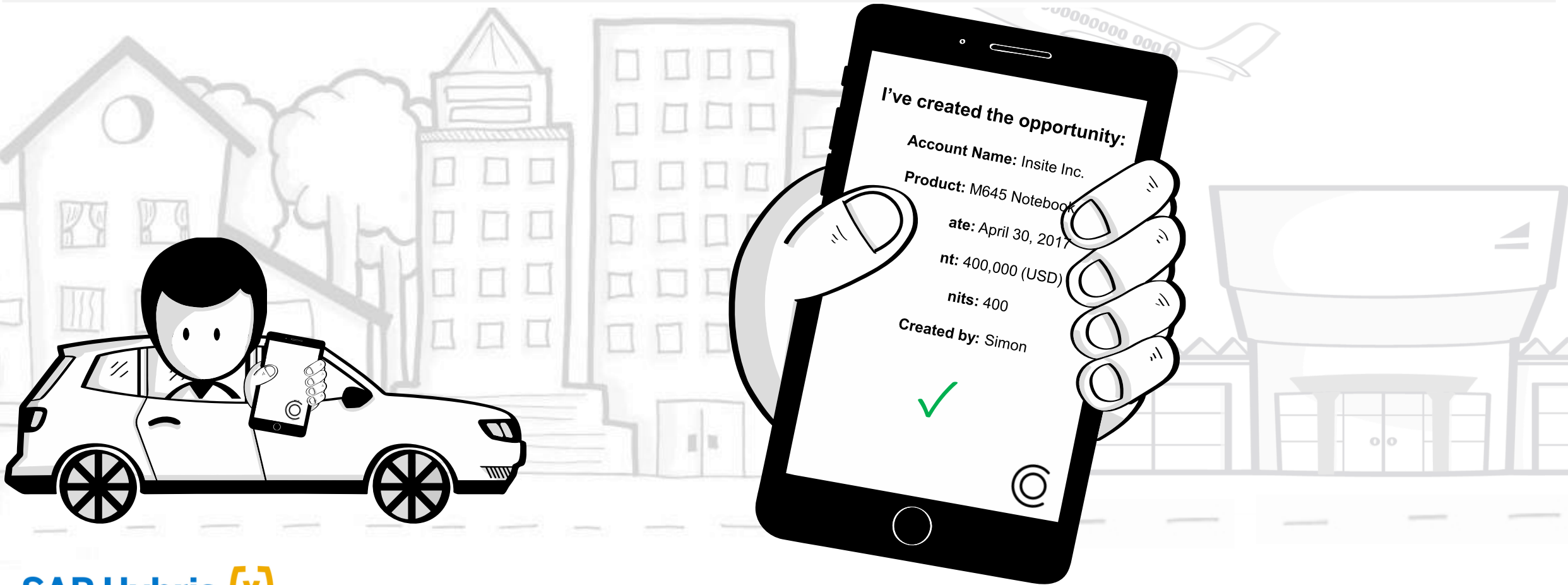
After the Customer Meeting

After the customer meeting, Simon and his team take an Uber to the airport to catch their flight. Simon wants to create the sales opportunity before he starts travelling so he can spend time with his family once he is home. He asks CoPilot to create the opportunity for him. CoPilot creates the opportunity by identifying some info in the context of Simon's request, then walks Simon through the remaining required fields.



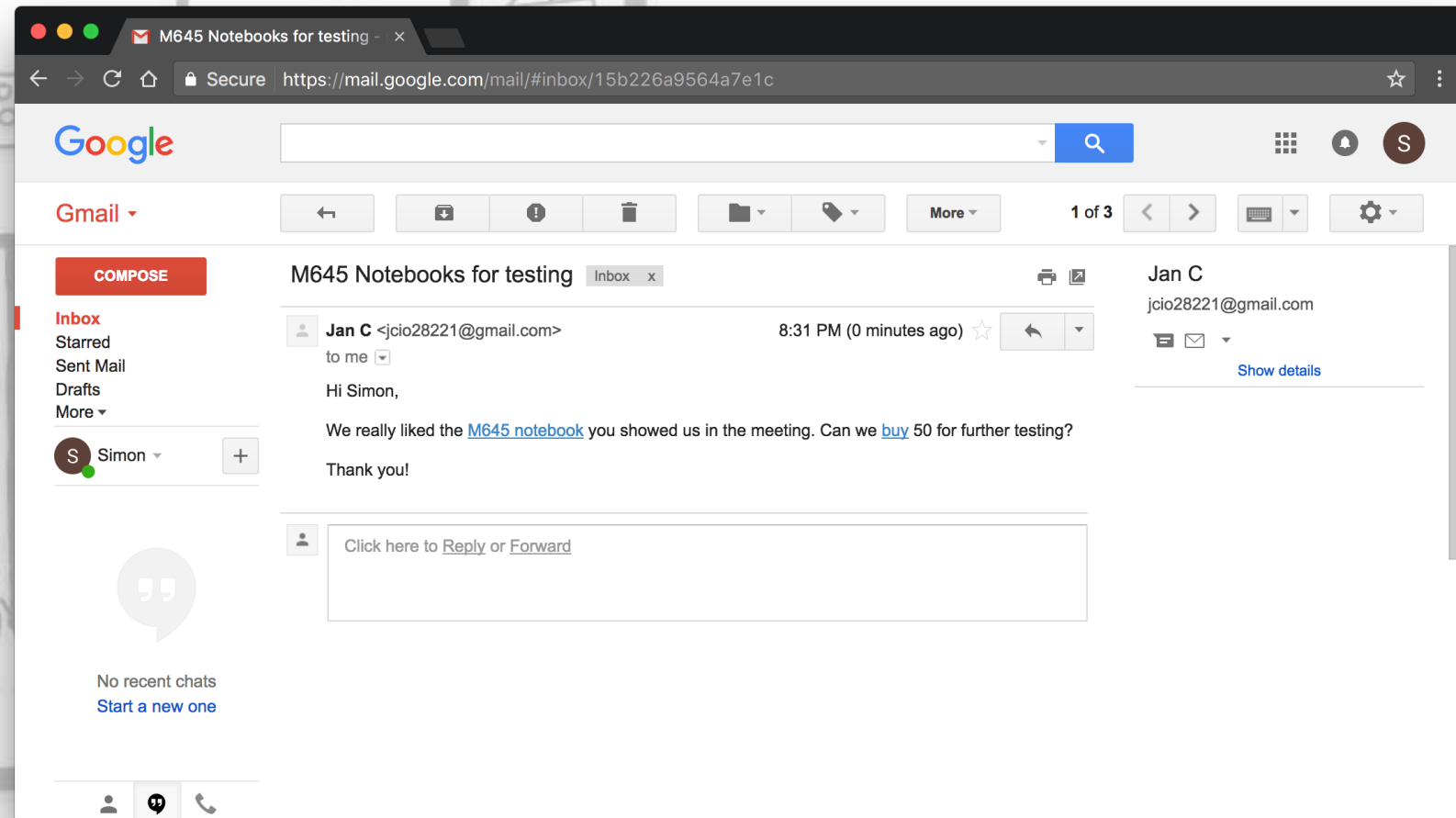
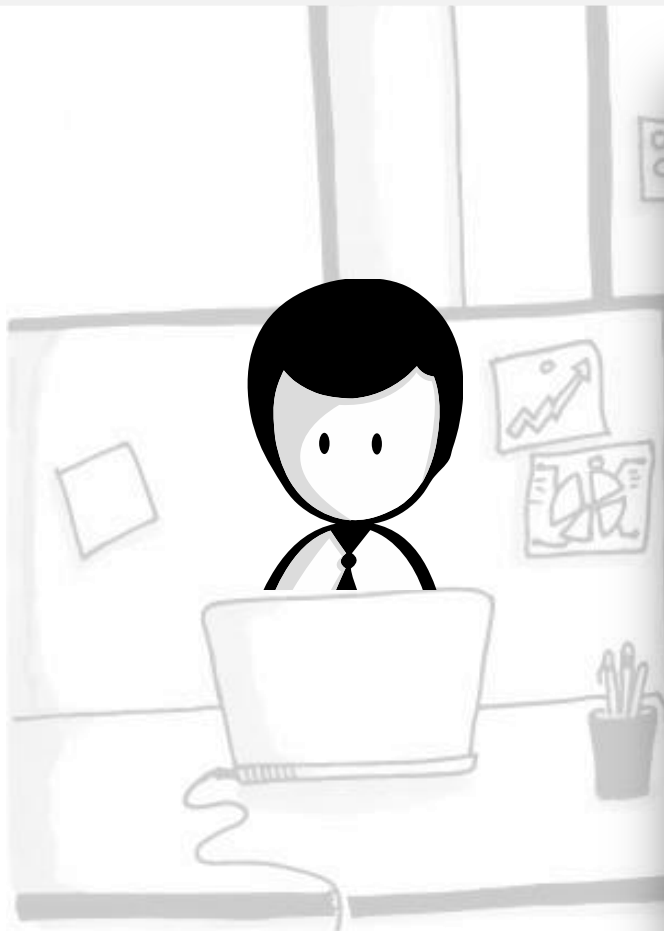
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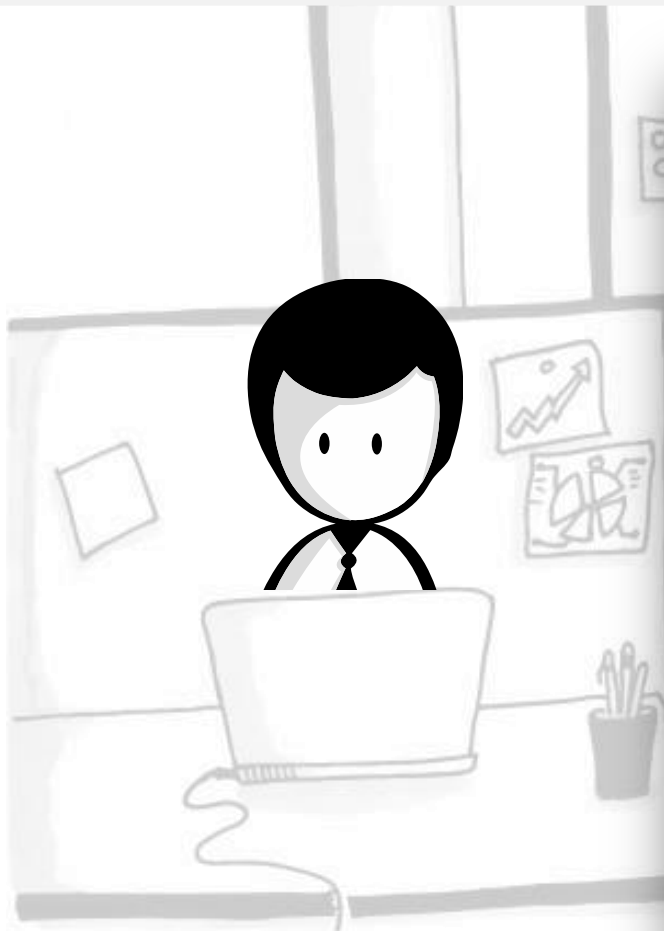
A Week Later at Work

At work the next week, Simon receives an email from the customer about purchasing one of the products they discussed in the meeting.



A Week Later at Work

CoPilot recognizes the request in the context of the email and creates the sales order for Simon.



A screenshot of a Gmail interface. The browser address bar shows "https://mail.google.com/mail/#inbox/15b226a9564a7e1c". The Gmail header includes the Google logo, a search bar, and navigation icons. The email content shows a message from Jan C (<jcio28221@gmail.com>) to Simon. The email text says: "Hi Simon, We really liked the M645 notebook you Thank you!". A "SAP Quick Create" dialog box is overlaid on the email, showing a sales order for "M645 Notebook" with a quantity of 50 and a total amount of 50,000 USD. The dialog box has a "Create" button and a "Cancel" button. The right sidebar shows the contact information for Jan C.

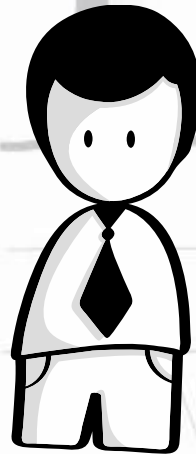
Later That Night

When Simon gets home that day, he is so excited about the success of the customer meeting that he decides to surprise his wife with a weekend getaway. He uses his Google Home to ask CoPilot to create his leave request for him.

Okay Google, let me talk to CoPilot.

Hey CoPilot, I want to take a vacation on Friday and next Monday.

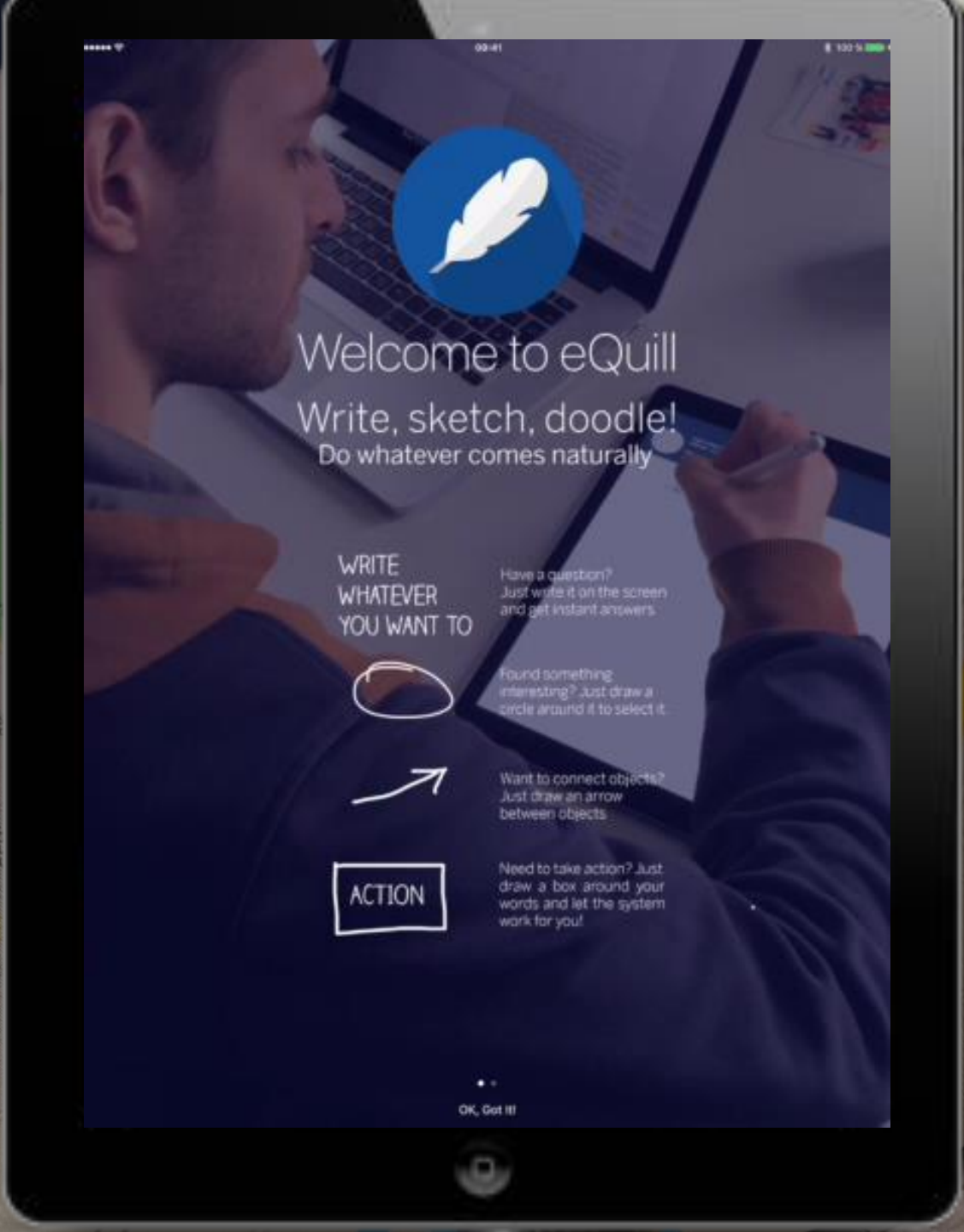
Yes please!



Hi Simon, this is CoPilot. How can I help?

Should I create a leave request for Friday, April 14th, and Monday, April 17th?

Okay, I've created a leave request for you. Enjoy your vacation!



E-Quill Future Intelligence Architectural Concept





Monarch Shopping

Timeline

Create Page

Recent

- 2014
- 2013
- 2012
- 2010

SAP Clea for Service Ticketing

Search for posts on this Page

48 people like this

4 people have been here

Invite friends to like this Page

Write something on this Page...

Monarch Gourmet

8 March · 🌐

I am having problems with my coffee maschine I have bozught last week!

When a customer makes

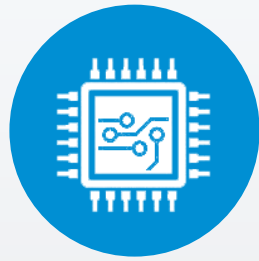
Seamlessly integrated with SAP Hybris Cloud for Service

Like Comment Share

Chat

32

Empathy to Action



Super
Computing

HANA



Machine
Learning

SAP Clea 



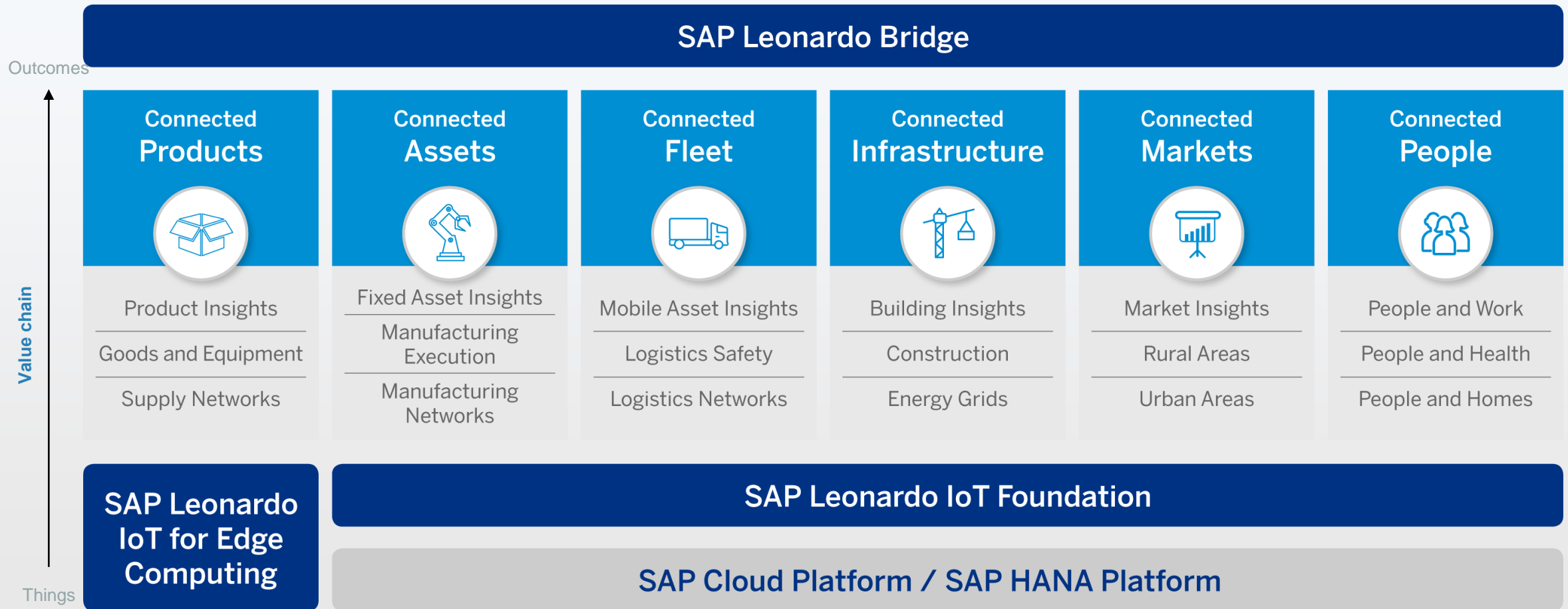
Hyperconnectivity

SAP Leonardo 



SAP Leonardo Innovation Portfolio

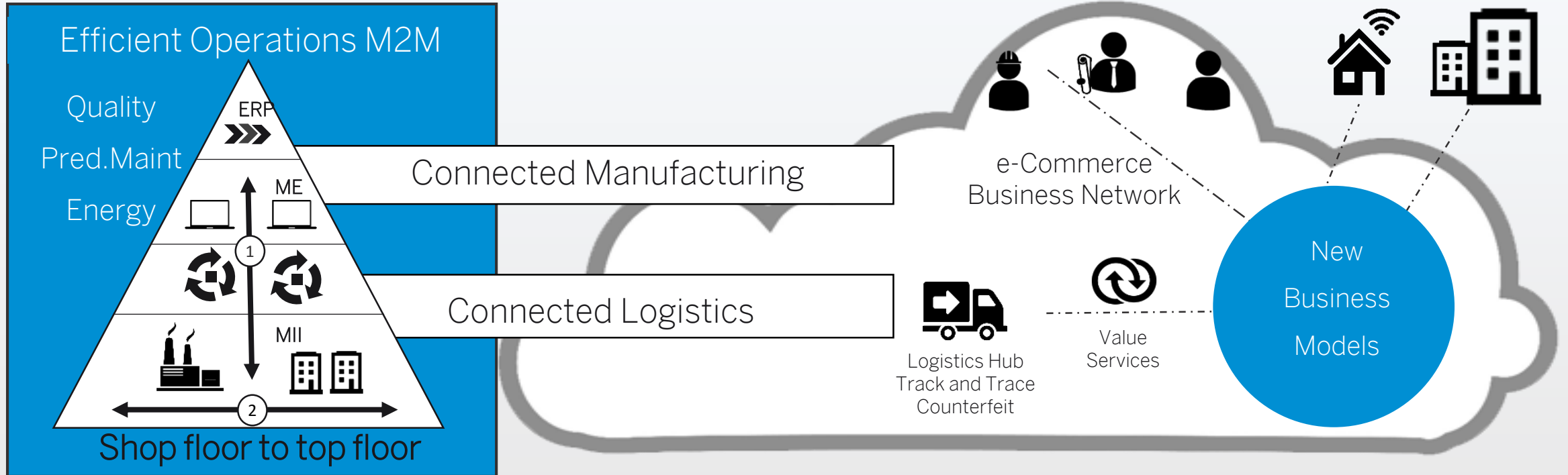
... SAP Leonardo connects things with people and processes





Movement tracking

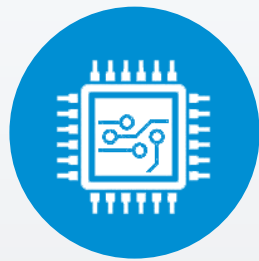
End to End Operations





KOMPLETT[®]GROUP

Empathy to Action



Super
Computing

HANA



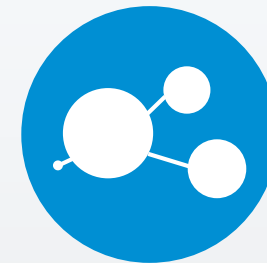
Machine
Learning

SAP Clea 



Hyperconnectivity

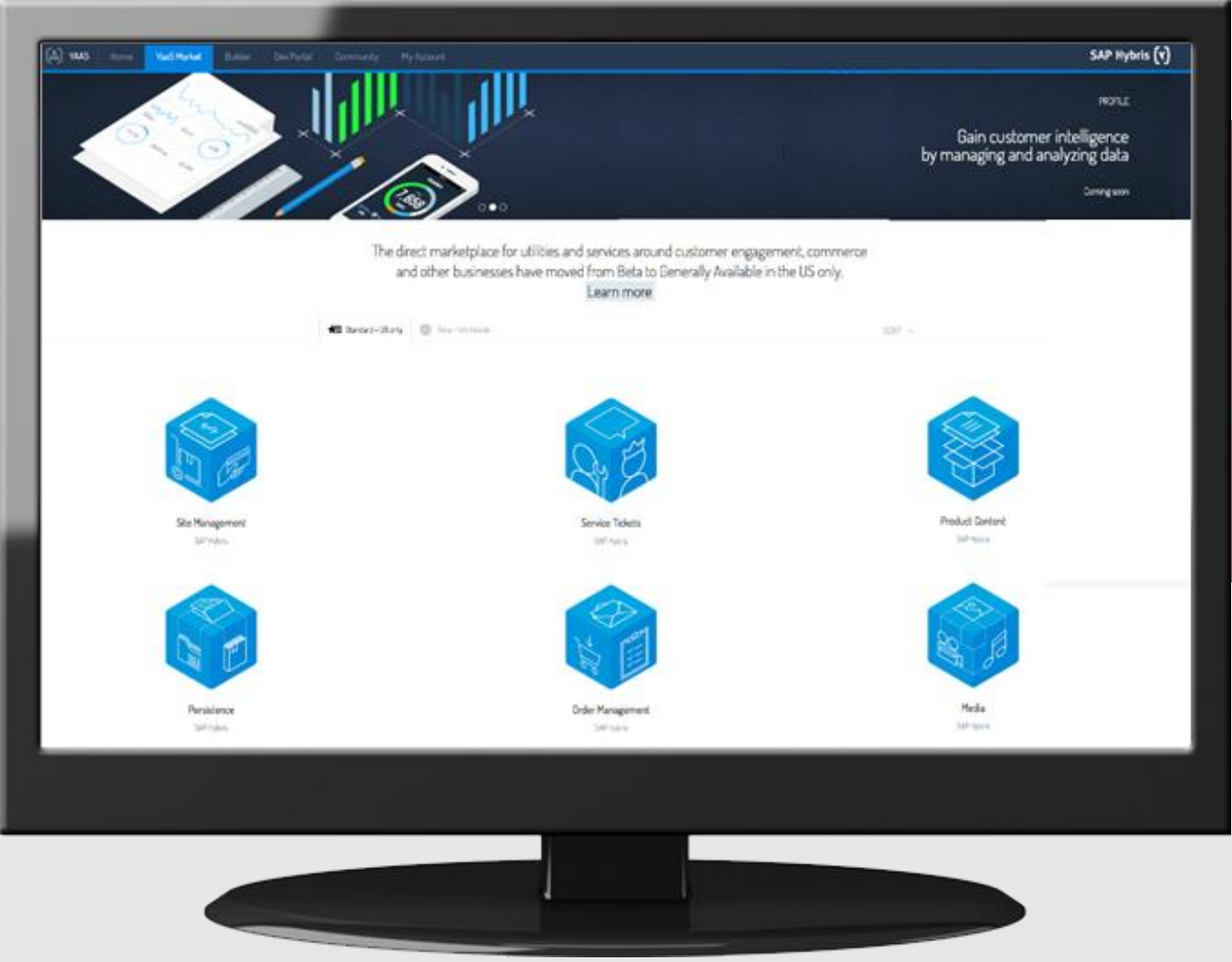
SAP Leonardo 



Platform
Economy

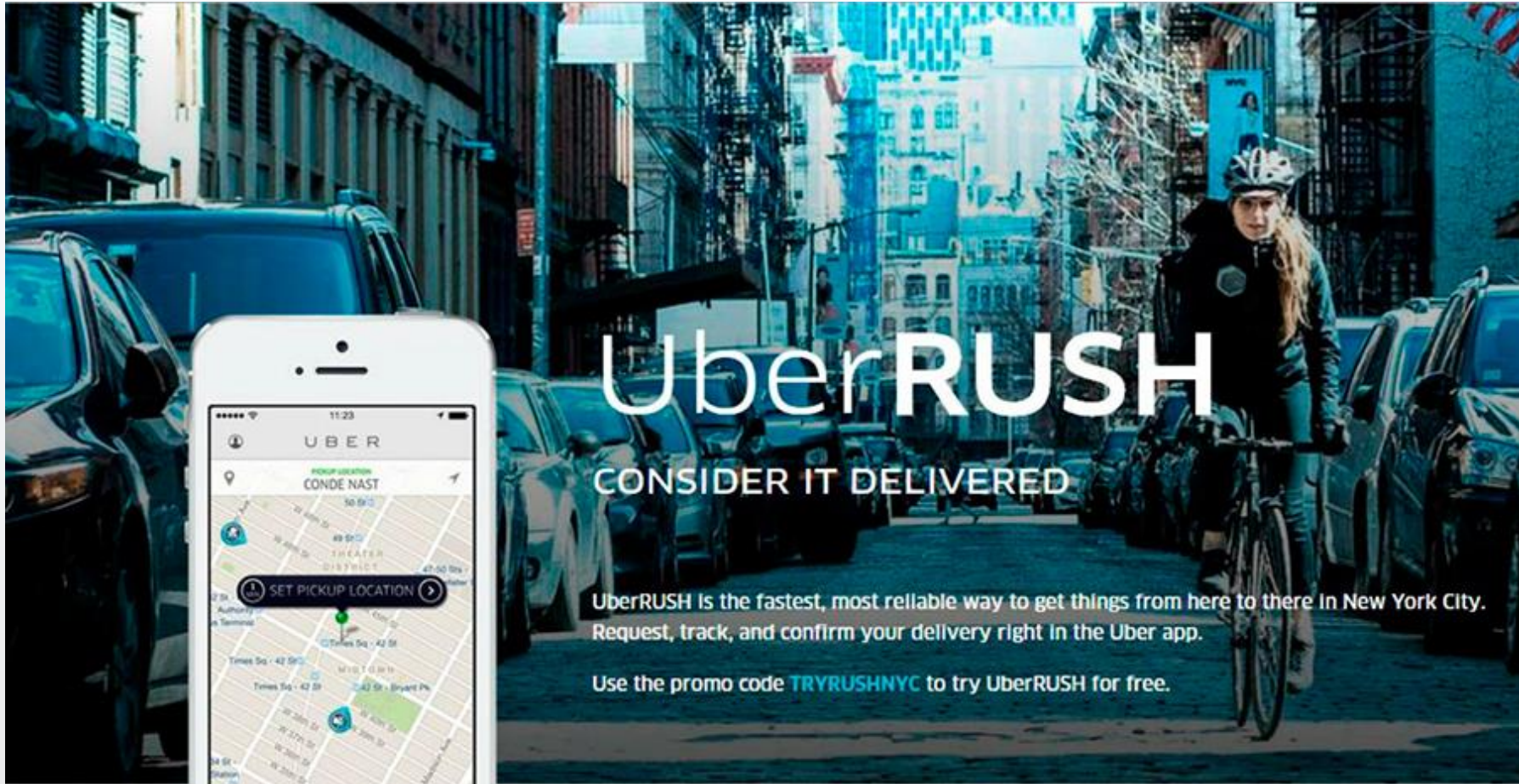
SAP Cloud

SAP Cloud transforming Business the Microservices Way



Leverage SAP Cloud application, for agile cloud apps and services delivery





UberRUSH

CONSIDER IT DELIVERED

UberRUSH is the fastest, most reliable way to get things from here to there in New York City. Request, track, and confirm your delivery right in the Uber app.

Use the promo code **TRYRUSHNYC** to try UberRUSH for free.



 FOR IPHONE

 FOR ANDROID

“A digital organization is an organization able to create **Empathy** with the customer .”

Carl Zaid



Simplify Everything do Anything

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