Accelerate your Digital Transformation

SAP Leonardo

SAP Leonardo | Data Intelligence
Turnkey Solution for Data Monetization
Faster Innovation with Less Risk. SAP Leonardo
SAP Leonardo Technologies

DATA is the new center of gravity

SAP Leonardo

Data Intelligence

Live Insights

- Powered by machine learning
- Turn transactions from SAP cloud solutions into actionable insights

Live Customer Cloud

- Cloud data monetization platform
- Create the ecosystem, connect the data & extract the insights
- Anonymization and distribution services

Data Services

- Standardized data sets
- Processing services
- Industry & LoB data services
Data Network

We help customers create **new revenue streams** and **new business models** from **data**.

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**Connect**
YOUR ENTERPRISE DATA

**Discover**
NEW BUSINESS VALUE

**Accelerate**
YOUR DIGITAL TRANSFORMATION
The business outcomes of **DATA MONETIZATION**

**DEVELOP NEW REVENUE STREAMS**

Harvest corporate data to reach new customers or existing customers in new ways

**ENHANCE CUSTOMER EXPERIENCE**

Extract insights from data to enable better decision making across product, service, marketing, sales and aftercare

**IMPROVE BUSINESS EFFICIENCY**

 Seamlessly embed predictive modeling, simulation capabilities and recommendation engines into business processes
**SPEED MATTERS – ACCELERATOR DATA SERVICES**

Prepackaged and Ready to Use

Our rich and ever-expanding data services combined with innovative data science will convert your raw data into valuable insights, unlocking value resulting in top line growth or bottom line improvement.

<table>
<thead>
<tr>
<th>DATA PLATFORM</th>
<th>DATA DISCOVERY</th>
<th>DATA PROCESSING</th>
<th>DATA ENRICHMENT</th>
<th>DATA SCIENCE</th>
<th>DATA-DRIVEN APPLICATION DEVELOPMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>INTEGRATION</td>
<td>COVERAGE</td>
<td>CURATION</td>
<td>TIME, EVENTS</td>
<td>MACHINE LEARNING</td>
<td>KPI DEFINITION</td>
</tr>
<tr>
<td>INGESTION</td>
<td>ANATOMY</td>
<td>CORRELATION</td>
<td>WEATHER, CLIMATE</td>
<td>PREDICTION</td>
<td>POC &amp; MVP</td>
</tr>
<tr>
<td>API MANAGEMENT</td>
<td>QUALITY</td>
<td>AGGREGATION</td>
<td>TRAFFIC: PEOPLE,GOODS</td>
<td>SIMULATION</td>
<td>DATA PIPELINE</td>
</tr>
<tr>
<td>CLOUD CONNECTOR</td>
<td>ANONYMIZATION</td>
<td>ANONYMIZATION</td>
<td>GEOSPATIAL</td>
<td>MODELING</td>
<td>VISUALIZATION</td>
</tr>
<tr>
<td></td>
<td>CLEANSING</td>
<td>STANDARDIZATION</td>
<td>SENTIMENT</td>
<td>ALGORITHMS</td>
<td>DATA DISTRIBUTION</td>
</tr>
<tr>
<td></td>
<td>NORMALIZATION</td>
<td></td>
<td>MACROECONOMICS</td>
<td></td>
<td>API METERING</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>DEMOGRAPHICS</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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SAP Data Network Solutions for You

Live Customer Cloud with our Accelerator Data Services industrialize the process from raw data ingestion and data processing (cleansing, enrichment, anonymization, aggregation) through extracting insights all the way to packaging them into a consumable data-service.

LIVE CUSTOMER CLOUD

Cloud data monetization platform at scale entirely built to help accelerate the development of data-driven applications:

- extract the intelligence from your data with the help of SAP
- share data along your value chain with all measures of compliancy and life-cycle management
- leverage SAP’s accelerator services to easily connect and access the data needed
- create your own data ecosystem that you fully own and control.
- package & monetize your data apps based on usage and consumption

ACCELERATOR DATA SERVICES

Accelerator Data Services are a set of business and technical data services that are pre-built to meet an industry’s data needs. The services provide predesigned, out-of-the-box data services to help accelerate the development of data-driven applications.

Data Processing Services

- e.g. Cleansing, Validation, Aggregation, Anonymization, Modeling

Cross-Industry Data sets

- e.g. Demographics, Weather, Traffic, Macroeconomics, Geolocation, Currency, Alternative Sentiment and Social

Industry-Specific Data sets

- e.g. Retail: Distributor Tracking, Inventory, Consumer Tracking, Financial Services: Daily Consensus Estimates, Ratings, Target Prices
Thought Leaders in every industry start investing in data monetization

**Automotive**
- Location based advertising
- Roadside assistance & services
- Parking and convenience services

**Telecommunications**
- Ad placement based on movement patterns
- Optimal store location and planning leveraging network insights

**Travel & Transportation**
- Hospitality insights
- Cargo insights and flow patterns

**IM&C**
- Digitizing industrial process
- Optimize new installation & site monitoring
- Risk management, quality control
- Customer service

**Retail & FMCG**
- Shopper profiling (anonymized)
- Promotion efficiency
- Shelf situation
- Product affinities

**Financial Services**
- Automated, data-driven credit scoring
- Data-driven risk evaluation and hedging
- Location and event based insurance services
- Credit Card Insights

**Agriculture**
- Yield Management Services for growers

**SAP SuccessFactors**
- Evidence based recruiting
- Simulation of workforce scenarios

**SAP Fieldglass**
- Optimization of contracted labor
- Simulation of purchasing scenarios

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We help customers create **new revenue streams** and **new business models from data.**
DATA SOURCES

to enable OUTSIDE INSIGHTS

NLP, STANDARDIZATION & NORMALIZATION DATA AND SERVICES

WEATHER
- AYLIEN
- MediaWiki
- OpenAQ
- Weather Underground

TRAFFIC
- Bike Index
- FourSquare
- FlightAware
- Citybikes

GEOSPATIAL
- GeoNames
- ESTATEd
- FourSquare

SOCIAL DATA
- YouTube
- Twitter
- Google
- Facebook
- Yelp

EVENTS AND NEWS
- Google Trends
- EventBrite
- Ticketmaster

FINANCIALS & PRICING
- Open Exchange Rates
- Alpha Vantage

DEMOGRAPHICS
- Open Food Facts
- HealthData.gov

BUSINESS ENTITY
- Dun & Bradstreet
- Clearbit
- Socrata
- orgHunter
DATA INTEGRATION

✓ Data Ingestion via connectors
✓ Data Quality and Data Profiling to cleanse and optimize input data
✓ Relevant Data Enrichment with pre-connected external data sources
✓ Data Science
  • Merchant, industry, location standardization and normalization
  • Anonymization while maximizing information contained in the data
  • Correlation and modeling: demographic, weather, events, traffic, social, events, geospatial
✓ Benchmark, plan, predict & simulate retail scenarios
  • Grow market basket – upsell & cross-sell
  • Predict sales volume and mix
  • Select retail site,…
✓ Closed loop integration back into business processes and enterprise applications
DATA ENRICHMENT

Cloud Connectors for Data Ingestion

Cleanse, standardize, normalize and anonymize data

Algorithms to benchmark, plan, predict and simulate retail scenarios

Customer Infrastructure

Cloud Connectors for Data Integration

Closed Loop Integration back into the business process of the source application(s). Insights to action
HUMAN CAPITAL MANAGEMENT ACCELERATOR

✓ Data Ingestion via connectors
✓ Data Quality and Data Profiling to cleanse and optimize input data
✓ Relevant Data Enrichment with pre-connected external data sources
✓ Data Science
  • Job, industry and skills standardization and normalization
  • Meta data mapping
  • Correlations and modeling: demographic, weather, events, traffic, social, events, geospatial
  • Aggregated and anonymized contingent and permanent worker data
✓ Benchmark, plan, predict & simulate human capital management scenarios
  • Smarter recruitment
  • Evergreen skills to job matching
  • Evidence based recruiting resulting in improved hiring quality, time-to-fill and optimal cost
✓ Closed loop integration back into business processes and enterprise applications
HUMAN CAPITAL MANAGEMENT ACCELERATOR

DATA PLATFORM  DATA DISCOVERY  DATA PROCESSING  DATA ENRICHMENT  DATA SCIENCE  DATA-DRIVEN APPLICATION DEVELOPMENT

Customer Infrastructure

Cloud Connectors for Data Ingestion

- Cloud Assets
- Databases
- S4/HANA
- BW
- Files
- APIs
- Streaming Data
- Other Systems

Customer Infrastructure

Cloud Connectors for Data Integration

- Closed Loop Integration back into the business process of the source application(s). Insights to action

Data Platform

- Customer Infrastructure for Data Ingestion

Data Discovery

- Cleanse, standardize, normalize and anonymize data

Data Processing

- Algorithms to benchmark, plan, predict & simulate human capital scenarios

Data Enrichment

- Anonymize data
- Normalize and cleanse data

Data Science

- Human capital predict & simulate
- Benchmark, plan, and simulate
FINANCIAL SERVICES INDUSTRY ACCELERATOR

✓ Data Ingestion via connectors
✓ Data Quality and Data Profiling to cleanse and optimize input data
✓ Relevant Data Enrichment with pre-connected external data sources
✓ Data Science
  • Currency and exchange normalization and standardization
  • Correlations and modeling of demographic, human capital, weather, events, traffic, social, events, and geospatial data
  • Anonymization while maximizing information contained in the data
✓ Benchmark, plan, predict & simulate financial services scenarios e.g.
  • Risk management
  • Refinance loans
✓ Closed loop integration back into business processes and enterprise applications
The data monetization journey - value from the get go

- **IDEATION**
  - Prioritize use cases
  - Identify value drivers

- **EXPLORATION**
  - Deliver Intelligence
  - Visualize Insights

- **PRE-PRODUCTION**
  - Engage with the market
  - Define and implement commercial model

- **PRODUCTION**
  - Annual cloud subscription
  - Enterprise deployment

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The data monetization journey - value from the get go

IDEATION
- Run through workshop framework (built on SAP’s design thinking methodology)
- Identify a business use case to deliver new revenue, enhanced customer experience, improved efficiency

EXPLORATION
- Extract insights from your data through sophisticated data science
- Visualize insights: A delightful visual presentation of the insights for the business user
- Validate insights: with internal stakeholders
- Define business model

PRE-PRODUCTION
- Deploy model
- Proof of Value
- Finish MVP build
- Test with key customers
- Develop commercial and distribution model

PRODUCTION
- Automated Data pipeline
- Dynamic data refresh
- Enterprise deployment
- 24x7 Support

Production ready application

What we do
- Automated Data pipeline
- Dynamic data refresh
- Enterprise deployment
- 24x7 Support

What you get
- SAP Live Customer Cloud subscription production edition

Prerequisites
- SAP Live Customer Cloud subscription discovery edition
- Discovery Accelerator Service

Business use case
- Prototype for internal testing
- NDA

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The data monetization journey – customer’s contribution

**IDEATION**

3 days (2 days at a SAP design thinking location, 1 day at your offices) investment

Day 1&2:
- **Who?** stakeholder(s), business process specialists, analytics expert, product/project manager
- **What?** Ideating for possible data monetization scenarios and their value for the company

Day 3:
- **Who?** Selected key contributors from Day 1&2 plus Data Source Expert(s)
- **What?** Identifies existing data sources and provides insights into data content and structure to SAP.

**EXPLORATION**

Project setup on your side:
- **Sponsor**
  - Participate in stakeholder meetings and sign off, socialize the outcome with other customer stakeholders to obtain buy-in.
- **Project Manager**
  - Participate in the engagement to monitor progress, govern outcomes and accept the work done.
- **Business Process Specialist(s)**
  - Participate in the engagement to monitor progress and provide additional business insights. Work with SAP data scientists in case of data origin uncertainties and to verify assumptions.
- **DataSource Expert(s)**
  - Performs the actual extraction of the data sets that are required for the use case.
  - Provides insights into data context and structure and ensures anonymization.

**PRE-PRODUCTION**

- **Sponsor**
  - Socialize with customers or internal stakeholders
  - Sign off the commercial and distribution model
- **Project Manager**
  - Conduct testing and prepare the roll-out with customers or internal users
  - Finalize the commercial and distribution model
  - Coordinate internal and external testing efforts (Test with key customers)
- **Business Process Specialist(s)**
  - Participate in testing, ensure business value, usage, roll-out, etc.
- **DataSource Expert(s)**
  - Establish data pipeline, including anonymization, ETL software, etc.

**PRODUCTION**

- **Sponsor**
  - Oversee the go-live
- **Project Manager**
  - Execute the go-live and communicate with customers or internal users
- **Business Process Specialist(s)**
  - Accompany and support live usage
  - Identify next steps, potential extensions or new use cases
- **DataSource Expert(s)**
  - Ensure a stable data pipeline

**MVP**
- (Minimum Viable Product)

**Production ready application**

What you do
- Business use case
- Prototype for internal testing

What you get
- Business use case
- Prototype
3-Day Ideation Workshop

- Learn about Data Intelligence and Data Monetization
- Brainstorm and select a use case
- Define the use case
- Hollow the use case value
- Perform 360 Research
- Define and Visualize the use case
- Discuss potential
- Deep dive on DATA contextualized

Book your Ideation Workshop now!
email: datanetwork@sap.com
SAP Leonardo - Innovation Fast Track for Data Monetization

Typical Customer Engagement

THE CUSTOMER journey
Get familiar / immerse yourself
- Explore edition - discover and prototype
Value realization
- Production edition - value realization

Live Customer Cloud on Data hub

Mode 2 – BUILD AND EXTEND
- Go – Data hub / Cloud platform

SAP DATA Network
Turnkey solution for data-driven innovations as “appetizer” and blueprint for mode 2

“Faster innovation with less risk through data”
Why SAP Live Customer Cloud?

➢ When you provide data services to your customers - you are in the business of a software company
➢ SAP has 45 years experience providing mission-critical systems to over 300,000 customers
➢ With Live Customer Cloud – SAP runs your data business for you, so you can focus on what you do best.
Security & Privacy

Data-driven business models face new and different risks compared to traditional businesses: responsibility for data privacy, data security, strict adherence to regulations in data processing, and data transparency. **We handle the red tape for you.**
CUSTOMERS KNOW SAP FOR...

**Process Expertise**
- 76% of the World’s Transaction Revenue

**Ecosystem**
- 16,300 SAP Partner Companies

**Industry Experience**
- 25 Industries

**Global Reach**
- 355k+ Customers
- 180 Countries
Faster Innovation with Less Risk.

Download the white paper
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