

The logo for SAP SAPHIRENOW is centered on a dark blue background with a subtle, wavy pattern of light blue dots. The word "SAP" is in white, with a blue diagonal bar behind it. The word "SAPHIRENOW" is in white, with the "NOW" part in yellow.

SAP SAPHIRENOW

The Next Move

Bill McDermott

CEO, SAP

@BillRMcDermott

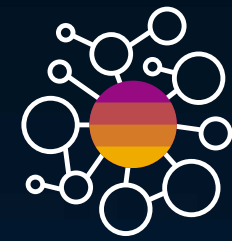


An aerial photograph of a vast, green landscape under a dramatic, cloudy sky. In the foreground, several white wind turbines are visible, standing on a grassy field. The landscape is divided into patches of green, with some areas appearing to be water or wetland. The sky is filled with dark, heavy clouds, with a bright light source on the left side, creating a strong contrast and illuminating the scene. The overall mood is serene yet powerful, emphasizing the theme of sustainable energy and environmental stewardship.

The Best-Run Businesses
Make the World Run Better



Customers
390K
193 Countries



SAP HANA
23K Customers



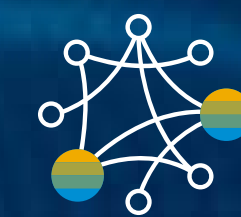
SAP Cloud
150M Users



**SAP Cloud
Platform**
1.5B Hits per day



SAP S/4HANA
8.7K Customers



Business Networks
2T USD Transactions
3M Suppliers



SAP Leonardo
25 Industries





dōTERRA®

Alicia Tillman

Chief Marketing Officer, SAP
@aliciatillman

Todd Thompson

Chief Information Officer, doTerra
@ToddThomson

dōTERRA®

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SAP SAPHIRENOW



Customer-driven growth revolution



SAP C/4HANA

A Customer Revolution

Alex Atzberger

President, SAP Customer Experience
@aatzberger

The background is a solid dark blue color. Overlaid on this is a complex, abstract pattern of light blue dots and lines that form a series of undulating, wave-like shapes across the middle of the frame. The dots are arranged in a grid-like fashion within these wave patterns, creating a sense of depth and movement.

Experience fuels this revolution.

The background is a solid dark blue color. Overlaid on this is a complex, abstract pattern of lighter blue dots and lines that form a series of undulating, wave-like shapes across the middle of the image. The dots are arranged in a grid-like fashion within these wave patterns, creating a sense of depth and movement.

Brands are defined by customers.

Revolutionary Forces



**Treat me
like a person**



**Protect
my data**



**Deliver on
your promise**

The **4th Generation** of CRM



SAP C/4HANA

4th Generation Customer Experience Suite

SAP C/4HANA

Unified User Experience

Embedded Intelligence — SAP Leonardo

Extension Framework & Microservices Ecosystem — SAP Cloud Platform

SAP Marketing Cloud

SAP Commerce Cloud

SAP Sales Cloud

SAP Service Cloud

SAP Customer Data Cloud

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SAP SAPHIRENOW

SAP C/4HANA

Trusted Relationships

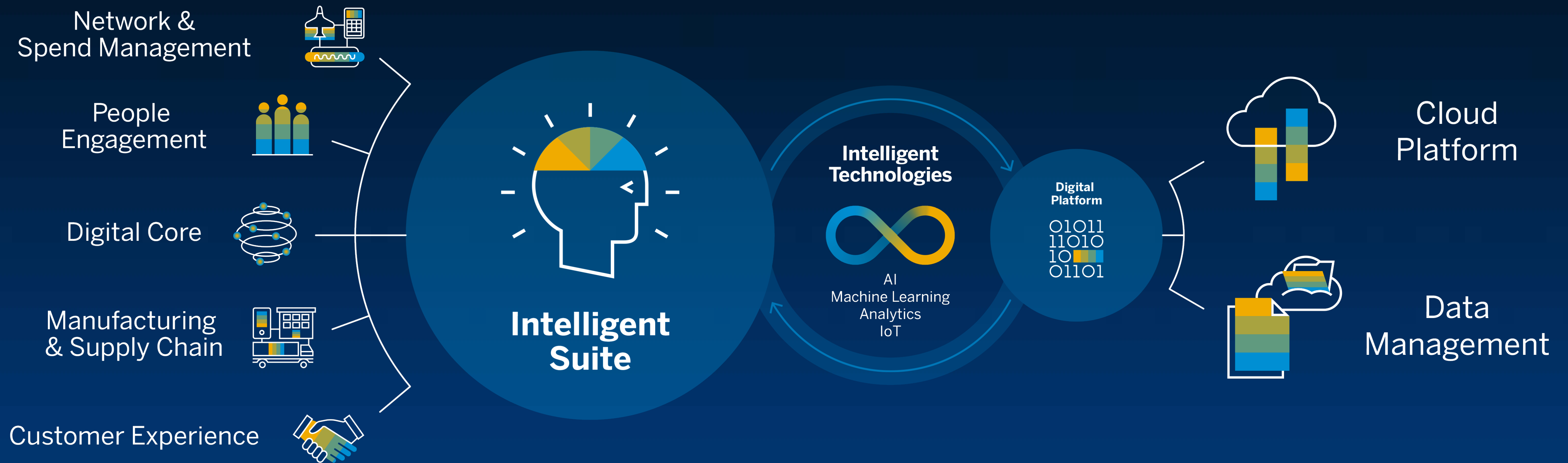
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SAP SAPHIRENOW



Artificial Intelligence → **Augmented Humanity**

Deliver the Intelligent Enterprise



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SAP SAPHIRENOW

Winning with the Intelligent Enterprise

Vuyiswa M'Cwabeni

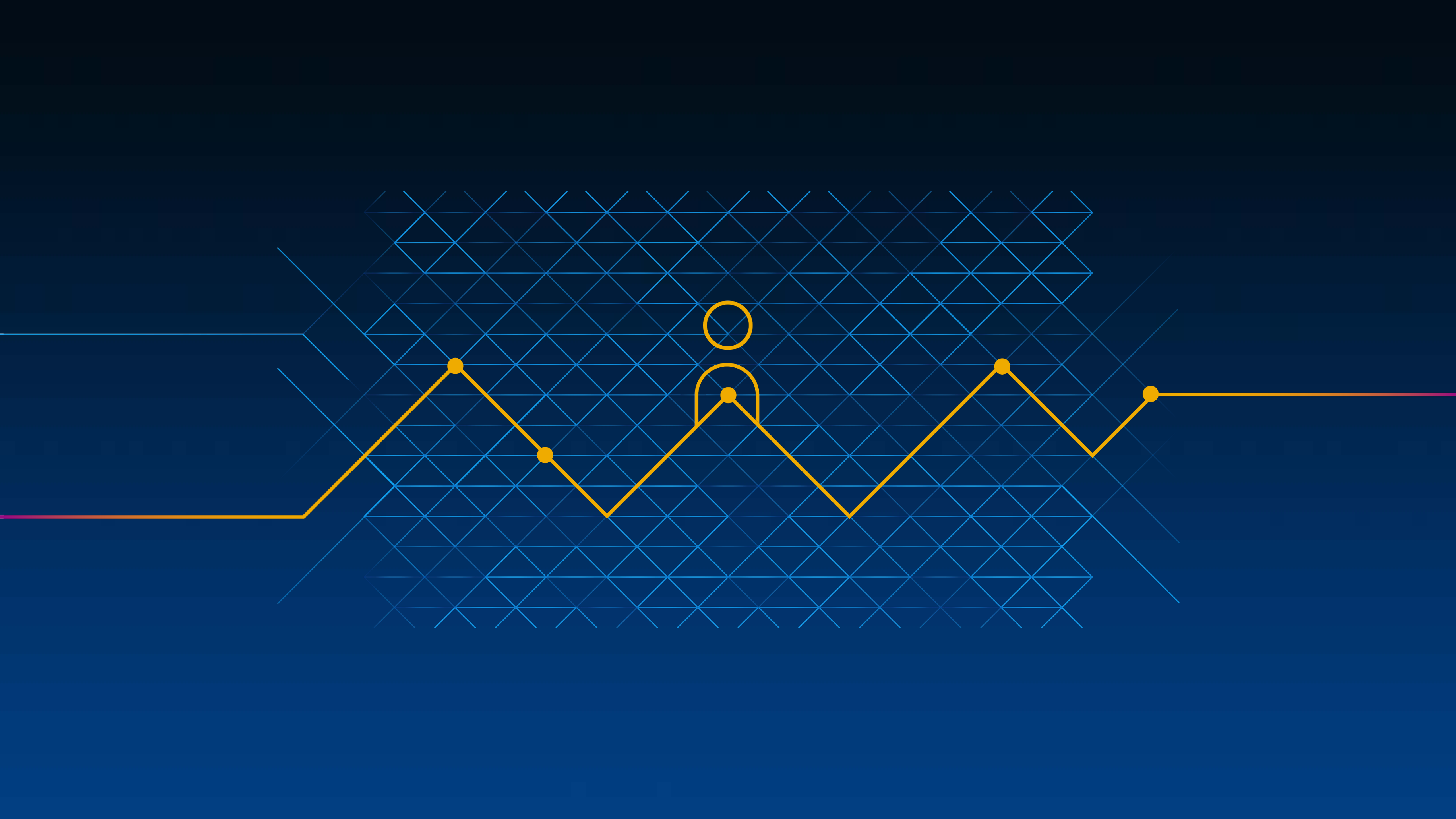
Chief of Staff
Products & Innovation, SAP
@VuyiswaMCwabeni

Bernd Leukert

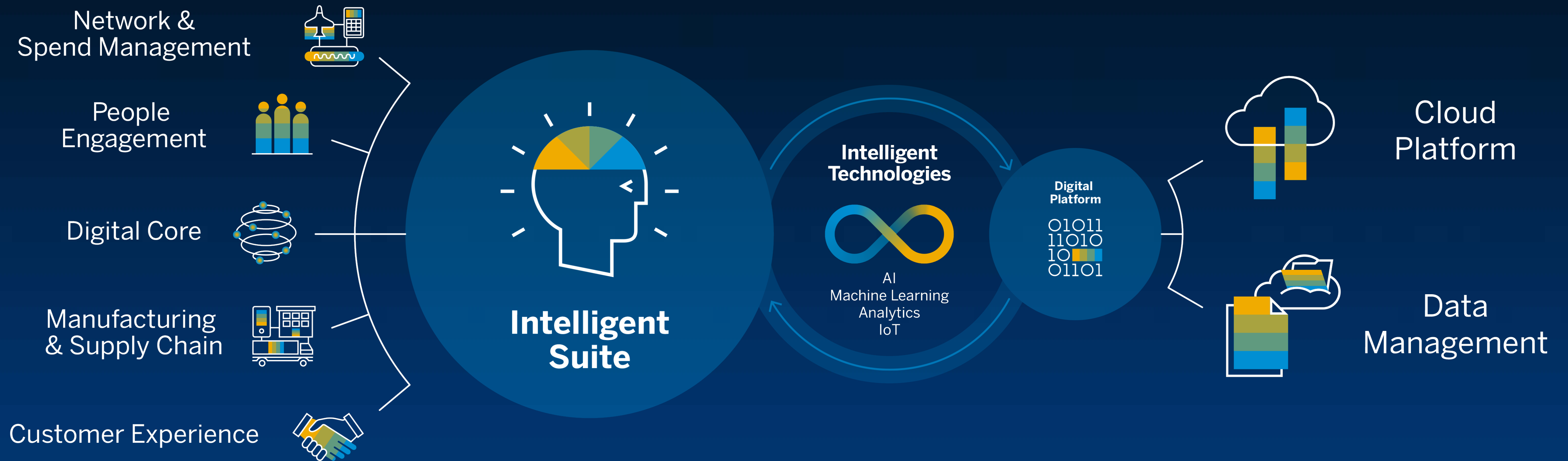
Executive Board Member
Products & Innovation, SAP
@LeukertB

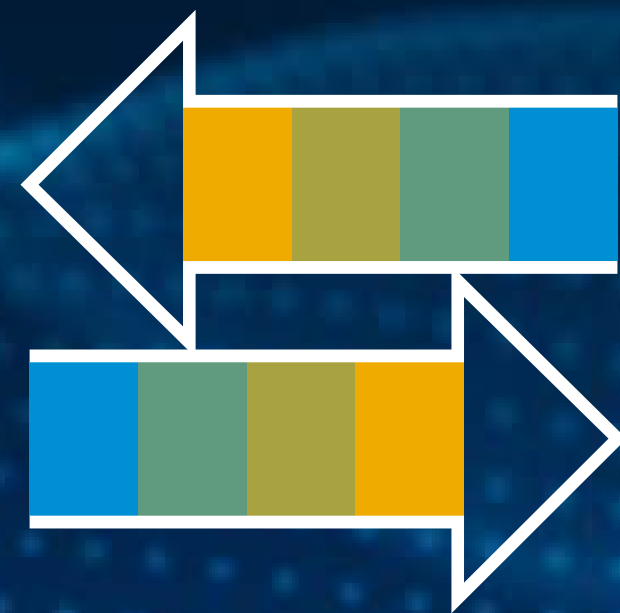
Rob Enslin

Executive Board Member
Cloud Business Group, SAP
@RobertEnslin



SAP Strategy for **Intelligent Suite**





**Integration through
data exchange**



**Integration through
data sharing**



SAP Cloud Businesses **Engaging 150 Million Users**

SAP S/4HANA Success



Connecting the Enterprise



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SAP SAPHIRENOW

SAP Cloud Platform



9,500+ Customers

Extend
Cloud & On-Prem
Apps



Connect
People & Data



Build
Differentiating
Digital Apps



Integrate
Apps, Data &
Processes



950+ Partners
with **>1,500** apps on SAP App Center

1 Billion hits / day

5,000+ Integration customers

351K Trial accounts

59K Running virtual machines

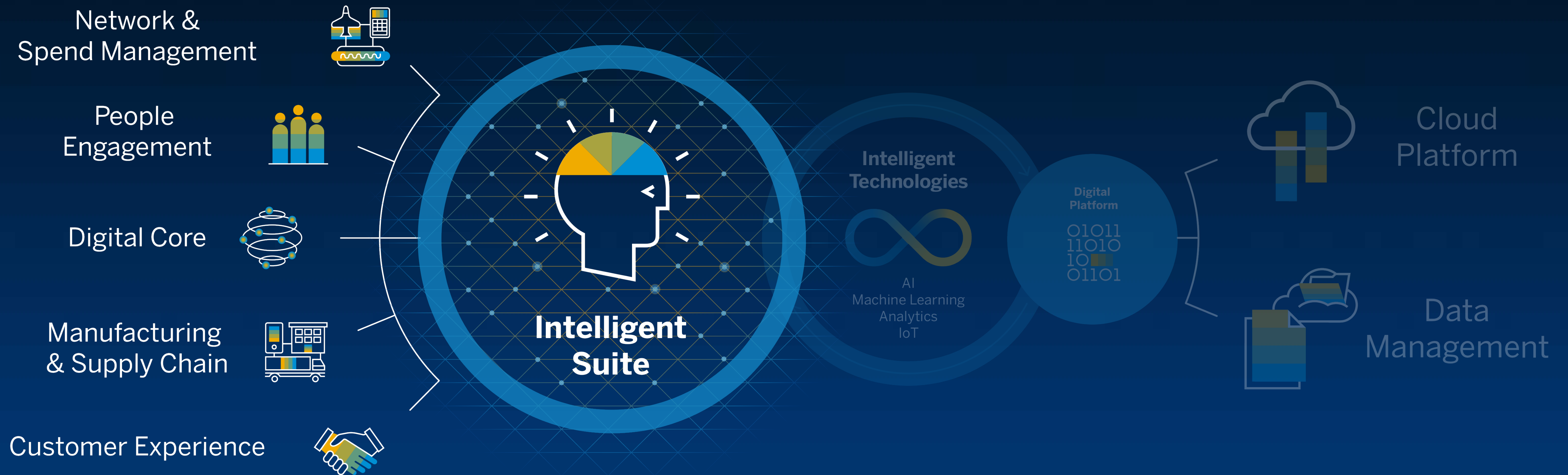
Bi-weekly zero downtime releases

17
Data centers 7x24

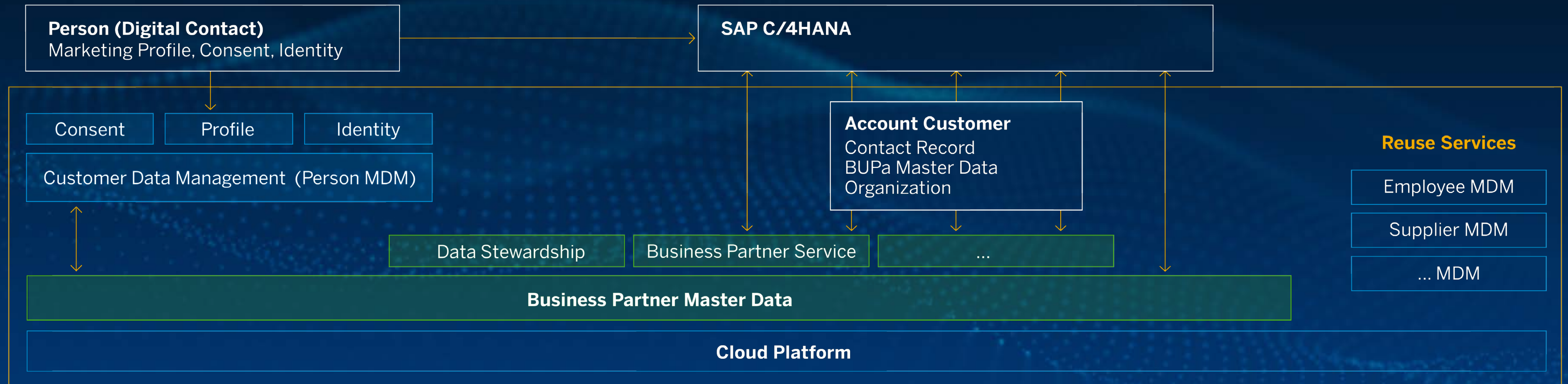


10,572
Managed databases

Reusable Business Services



Master Data as a Service



SAP HANA Data Management Suite

In-memory transaction & analytics Data discovery & governance Data orchestration & integration Data cleansing & enrichment Data storage & computer

SAP HANA

SAP Data Hub | SAP EIM Solutions

SAP Enterprise Architecture Designer

SAP Cloud Platform | Big Data Services

Business Data

Cloud Application Data

IoT

Spatial

Social

Image

Hybrid Cloud Management

SAP Cloud Platform

Spark
Hadoop
Third-party Access



“SAP Data Hub has the potential
to be **SAP's next game changer.**”

Wiebe van der Horst
Managing Director BASF Business Services

Intelligent Suite: What's ahead

Q2 2018/Ready Now

Total Workforce

Experience – Digital Assistant to guide users / Fiori Launchpad for Key Personas (preview)

Recruiting – Job Analyzer / Business Bias Language Checker

Lead to Cash

Commerce Cloud V2

CallidusCloud CPQ integration with C4C

SAP Customer Data Cloud

Q3 2018

Total Workforce

Intelligence – Learning Recommendations and Embedded Insights via SAP Analytics Cloud (preview)

Lead to Cash

Loyalty Service on SCP

Q4 2018

Total Workforce

Experience – Digital Assistant for Onboarding, Timesheets and Learning (use-cases)

Lead to Cash

SAP Cloud Platform Extension Factory (Kyma)
GA Integrated Commerce + Marketing

CallidusCloud Commissions, DataHug with C4C

Customer Data Cloud and Master Data as a Service integration

Profile reuse services launch on SCP

Master Data as a Service – Business Partner

Q1 2019

Total Workforce

Intelligence – Talent – People like me and Embedded Insights via SAP Analytics Cloud (early adopter)

Lead to Cash

Lead to Cash scenario Foundation complete

My Home Suite Portal as central entry point

CallidusCloud and Commerce

Master Data as a Service – Customer Attributes

Q2 2019

Total Workforce

Experience – Digital Assistant for Manager Self Service and Recruiting (use-cases)

Intelligence – People Analytics via SAP Analytics Cloud (early adopter)

Onboarding 2.0 – Total Workforce (early adopter)

Lead to Cash

Lead to Cash scenario for IMC and High tech Industries

SAP C/4HANA cloud integrations to Customer Master Data as a Service

Q3 2019

Total Workforce

Master Data as a Service: Person Master

Experience – Digital Assistant – SAP CoPilot

Total Workforce Planning with data intelligence

Candidate Relationship – Intelligent Recruiting with Talent Pools (preview)

Lead to Cash

Full Automation of Provisioning of C/4HANA portfolio

Q4 2019

Total Workforce

Experience – Digital Assistant for payroll pay statement (use-cases preview)

Intelligence – Embedded Insights and Total Workforce Analytics via SAP Analytics Cloud;

Intelligence – Recruiting Resume Matcher

Lead to Cash

Lead to Cash scenario for focus Industries complete

Q1 2020

Total Workforce

Intelligence – Total Workforce Analytics via SAP Analytics Cloud

Lead to Cash

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SAP SAPHIRENOW

Real-Time HR Analytics



Grow our Talent
85,802 (+2%)
FTE 2017-Q1



Lead our People
81% (+6)
Board Trust



Simplify Our Organization
10.1 (+0.5%)
Span of Control



People Sustainability
24.8% (+4.8%)
Share of Women in Management



One Learning Experience
10.1 (+0.5%)
Span of Control



Accelerate Winning in HR
24.8% (+4.8%)
Share of Women in Management

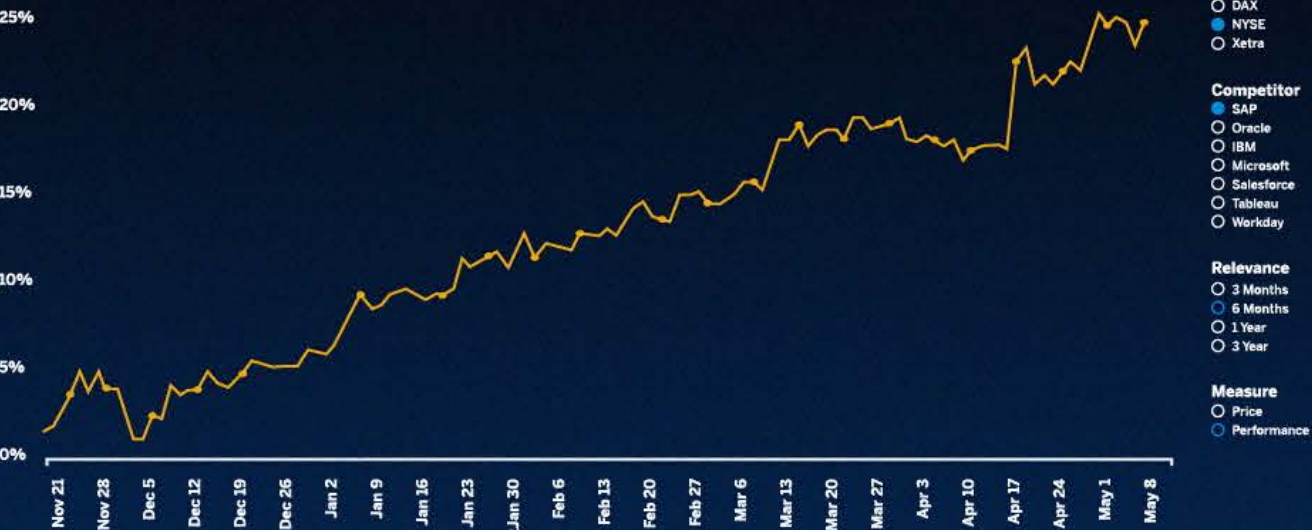


People Survey Results
246 (+245)
Employee Engagement

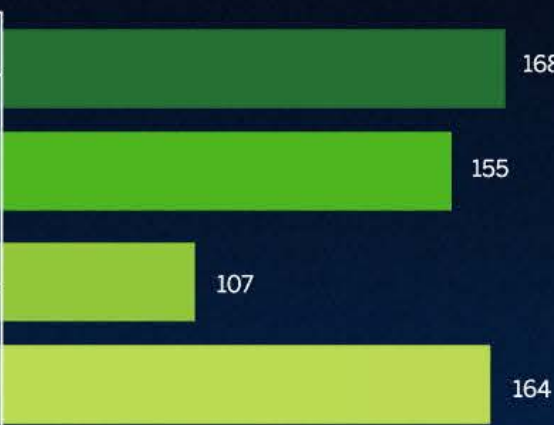


People Addition
2,263 (-3%)
Internal Hirings

Capital Market Performace (NYSE)



Product Scorecard



Marketing Funnel/Lead-to-Opportunity Status Q2

Business Leads, Opportunities, Deals, Size Bubble Size, Color Region

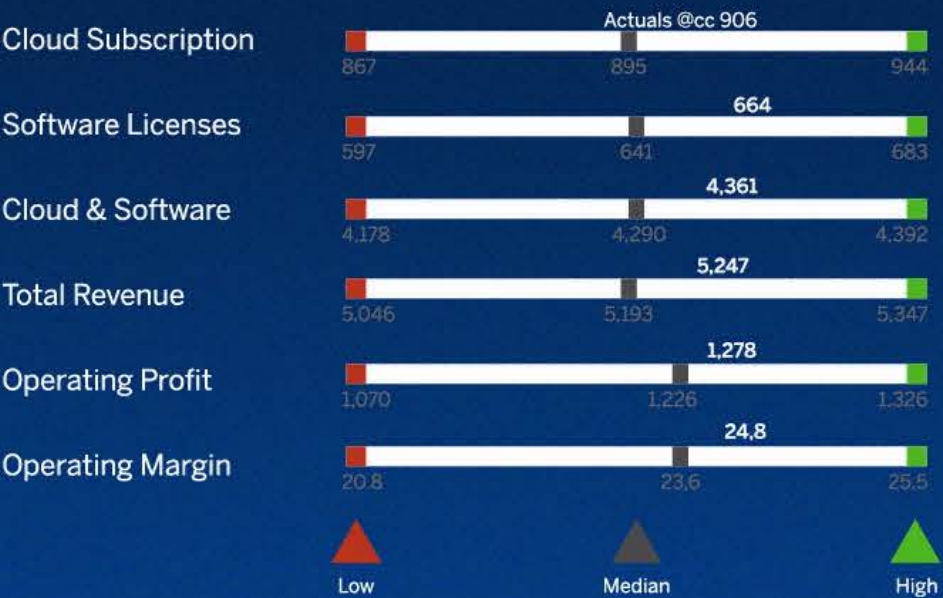


Leads	
in mEUR	
Events	820
Campaigns	1,860
Opportunities	
in mEUR	
Events	196
Campaigns	1,733
Booked/Won	
in mEUR	
Events	36
Campaigns	353

Revenue by Country 2018



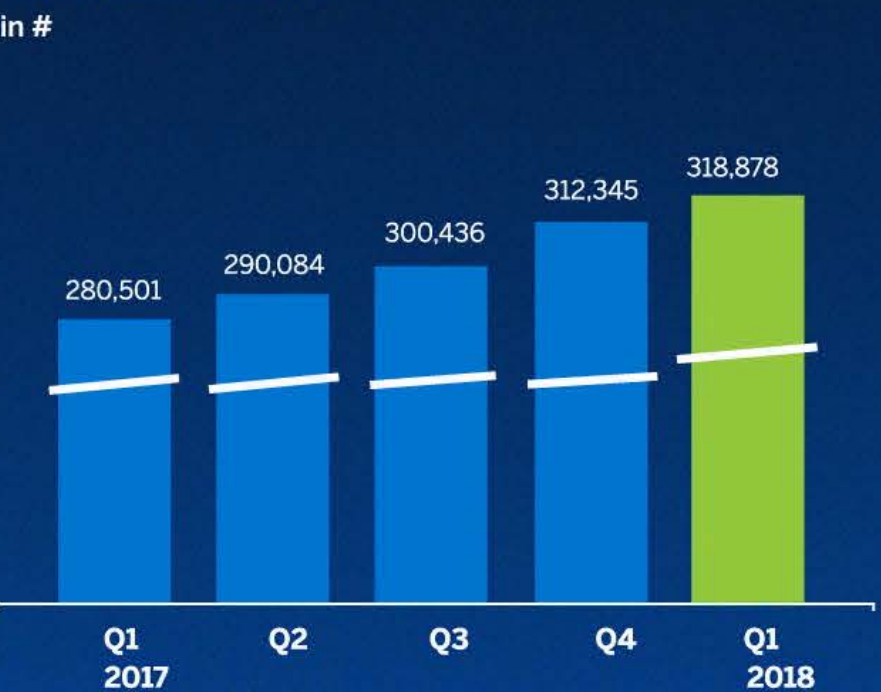
Financial Results vs. Analysts Estimates



Global Supplier Spend



Total Customers



THE BEST RUN



Intelligent Enterprise Top 10

Data Foundation

Intelligent Enterprise Top 10

Platform for Innovation

Intelligent Enterprise Top 10

Single View of the Customer

Intelligent Enterprise Top 10

Intelligent ERP

Intelligent Enterprise Top 10

Total Workforce

Intelligent Enterprise Top 10

Industry 4.0

Intelligent Enterprise Top 10

Business Networks

Intelligent Enterprise Top 10

Advanced Analytics

Intelligent Enterprise Top 10

Augmented Humanity

Intelligent Enterprise Top 10

Integration

Intelligent Enterprise Top 10

**Data
Foundation**

**Platform for
Innovation**

**Single View
of the Customer**

**Intelligent
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**Total
Workforce**

**Industry
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**Business
Networks**

**Advanced
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Humanity**

Integration

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SAP SAPHIRENOW

**NOW
UNITED**

Simon Fuller

Founder and CEO, XIX Entertainment
@XIX_NEWS

**NOW
UNITED**

THE BEST RUN

