The SAP Next-Gen Chapter Digital Design Thinking & Business Model Innovation

Purpose

Community of educational institutions and representatives for gaining and sharing expertise & knowledge in the area of SAP-related to Digital Design Thinking & Business Model Innovation -aspects without commercial objectives.

With the digitization of the world of work, specialists and executives are confronted with new kinds of qualification requirements and organizational challenges. Digital competence is the prerequisite for the success of digital transformation in business and society. In the future, automated core processes will enable scalable and efficient IT processes, as well as flexible working models. At the same time, collaborative smart businesses will develop from rigid, hierarchically organized companies. Clouds, mobile computing, automated value chains and business intelligence- and artificial intelligence systems are creating cyber-physical companies.

The commons methods of Design Thinking & Business Model Innovation are overhyped but deserves a closer and scientific look on its potential of more efficient, purely digital solution which are revolutionizing costly offline innovation processes for scientific and industry propose.

The cloud-based generation of innovations and unique digital customer experiences in real time, using innovative methods and procedures within the framework of interdisciplinary international eco-systems, will become an elementary value creation partner and a competitive factor for science, industry and society. Clouds, mobile computing, automated value chains and business intelligence- and artificial intelligence systems are creating cyber-physical companies, which need new ways, a method to develop collaborative innovations. SAP becomes a partner of the "Ecosystem enabler of Innovation Platform by Collaboration."

The Next-Gen-Lab Heilbronn defines itself as a **micro testbed** for international, cross-university, inter-disciplinary and application-oriented transfer research. Oriented through wards the generation of methods and practices for achieving sustainable innovation in the cloud.

This **Micro Testbed** represents a trusted space for all partners involved, allowing them to identify mutual interests and to develop solutions that meet the expectations of all partners. Testbeds are characterized by companies working together across industries and partnerships to experimentally implement value creation scenarios in a real business environment and a previously untreated manner.

The focus is on the implementation of small application scenarios. In this way, interdisciplinary cooperation creates new products and services in the context of digitization and networking, using existing technologies in combination with existing SAP applications like SAP Jam, Leonardo, HANA. The result of testbeds is thus often a previously unanticipated benefit for all involved. We are promoting the results in technology to raise interest, foster and intensify exchange, and collect member contributions.

We explicitly do not cover the discussion about general innovation management, design thinking and business model innovation besides of general teaching and explanatory purposes. Also, we will NOT be a helpdesk for day to day requests.

Scope of Work for the SAP Next-Gen Chapter Lead is to generally coordinate group activities, events, experimental projects of the micro testbed online and real world. This means to initiate regular calls and meetings, moderating the online forum (in the beginning), and help as a first contact for potential new members. Expert of science and industry can be registered on the platform of SAP Jam to be part of experimental studies and be member of the "Innovation Ecosystem" managed by the SAP-Next-Gen Lab at Heilbronn.

The actual SAP Next-Gen Chapter Lead for Digital Design Thinking & Business Model Innovation in EMEA for 2019 is

> **Prof. Dr. Sonja Salmen**
> Social Media & Business Strategy & Collaboration Management
> Heilbronn University of Applied Science
> Mail: sonja.salmen@hs-heilbronn.de

Scope of Work for a membership in the SAP Next-Gen Chapter may vary from "interested new by" to expert. Every new member has to be nominated and recommended by an existing member or needs to apply at the chapter lead. Engagement can reach from only interested participation up to build and organize community objectives, topics and test beds. Members shall support the Chapter Lead in the Chapter work.

The Digital Design Thinking & Business Model Innovation chapter EMEA officially started on September 10, 2019.
After the first year of Performance we will check the status of interest and engagement and decide about further work.