Discovering SAP Leonardo
Faster Innovation with Less Risk

Ernesto Rincón, SAP Innovation Office EMEA South
April, 2018

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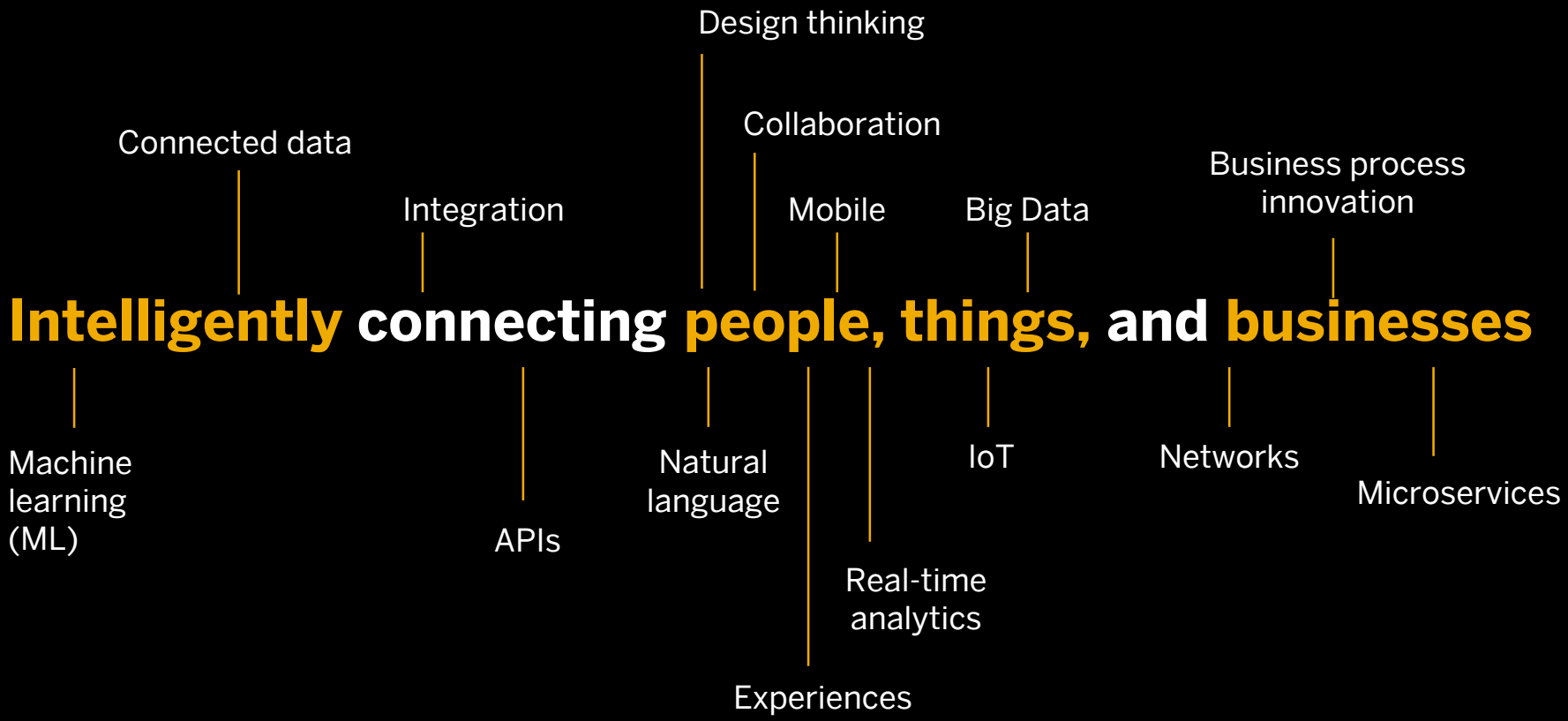

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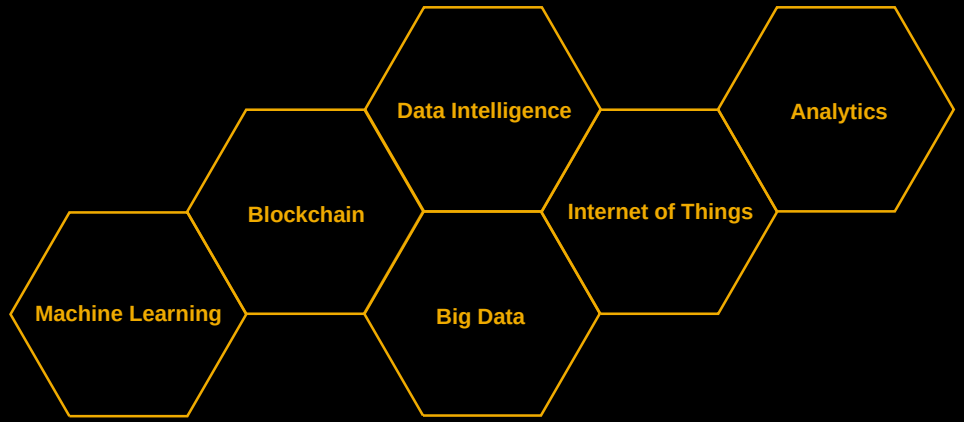
SAP Leonardo Digital Innovation System

Design Led Innovation

Solution Ideation & Vision → Rapid Prototyping → Integration Blueprint → Business Case Development



SAP Cloud Platform — Microservices | Open APIs | Flexible Runtimes | Integration

Data Management — SAP HANA | SAP Data Hub | SAP Vora | Other SAP | Open Source Storages | AWS S3, SWIFT, Hadoop, …

Multi-Cloud Infrastructure — SAP | Google Cloud Platform | Microsoft Azure | amazon web services

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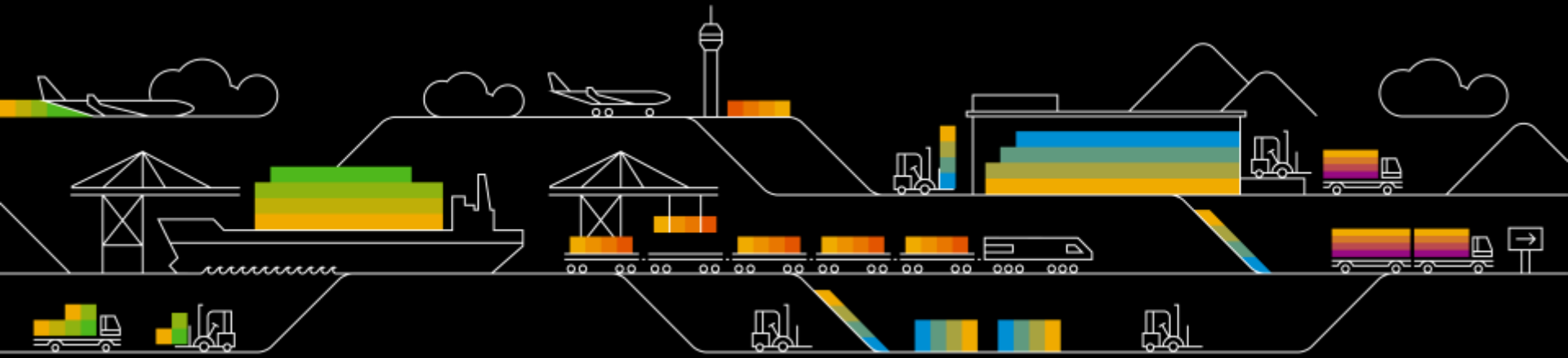
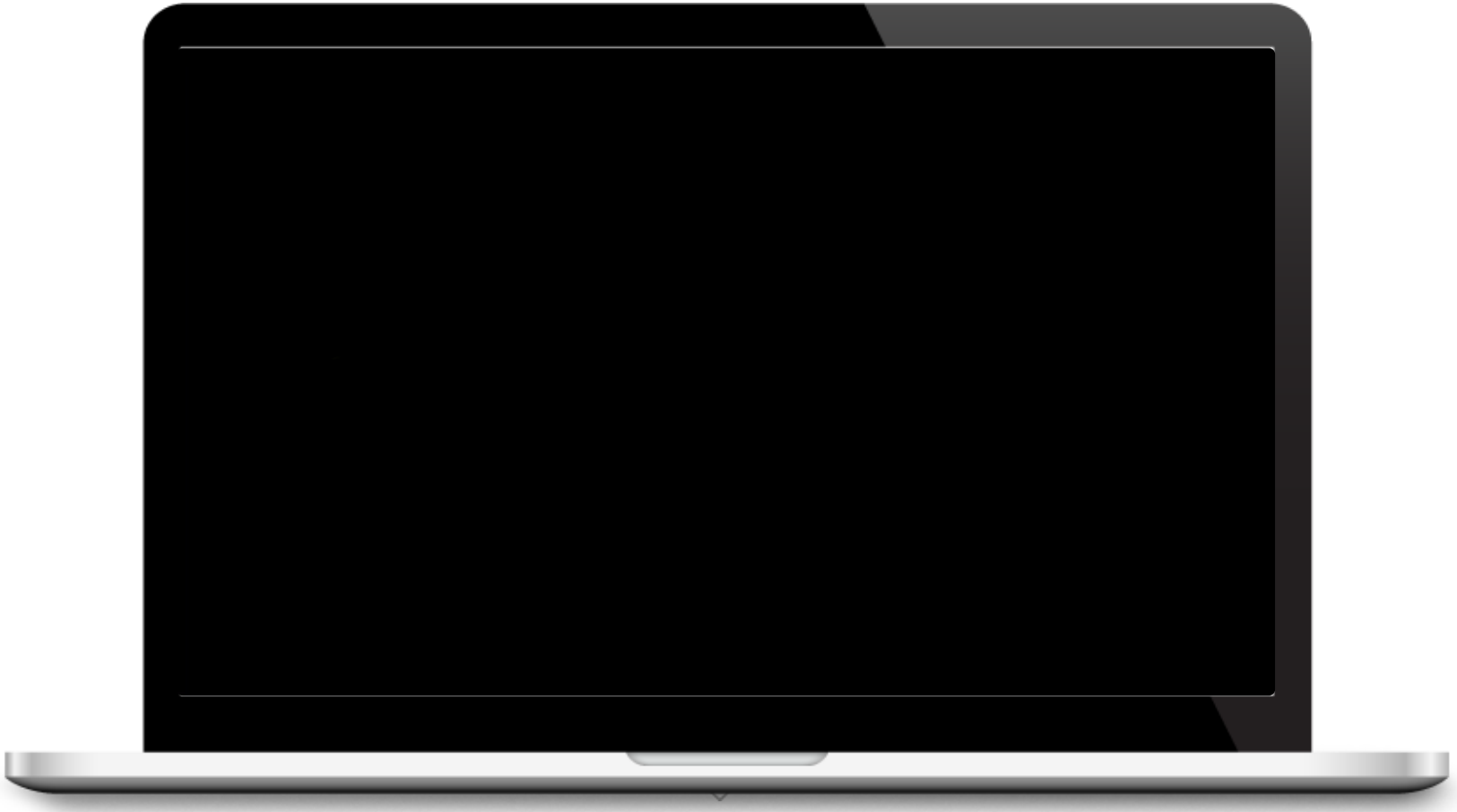
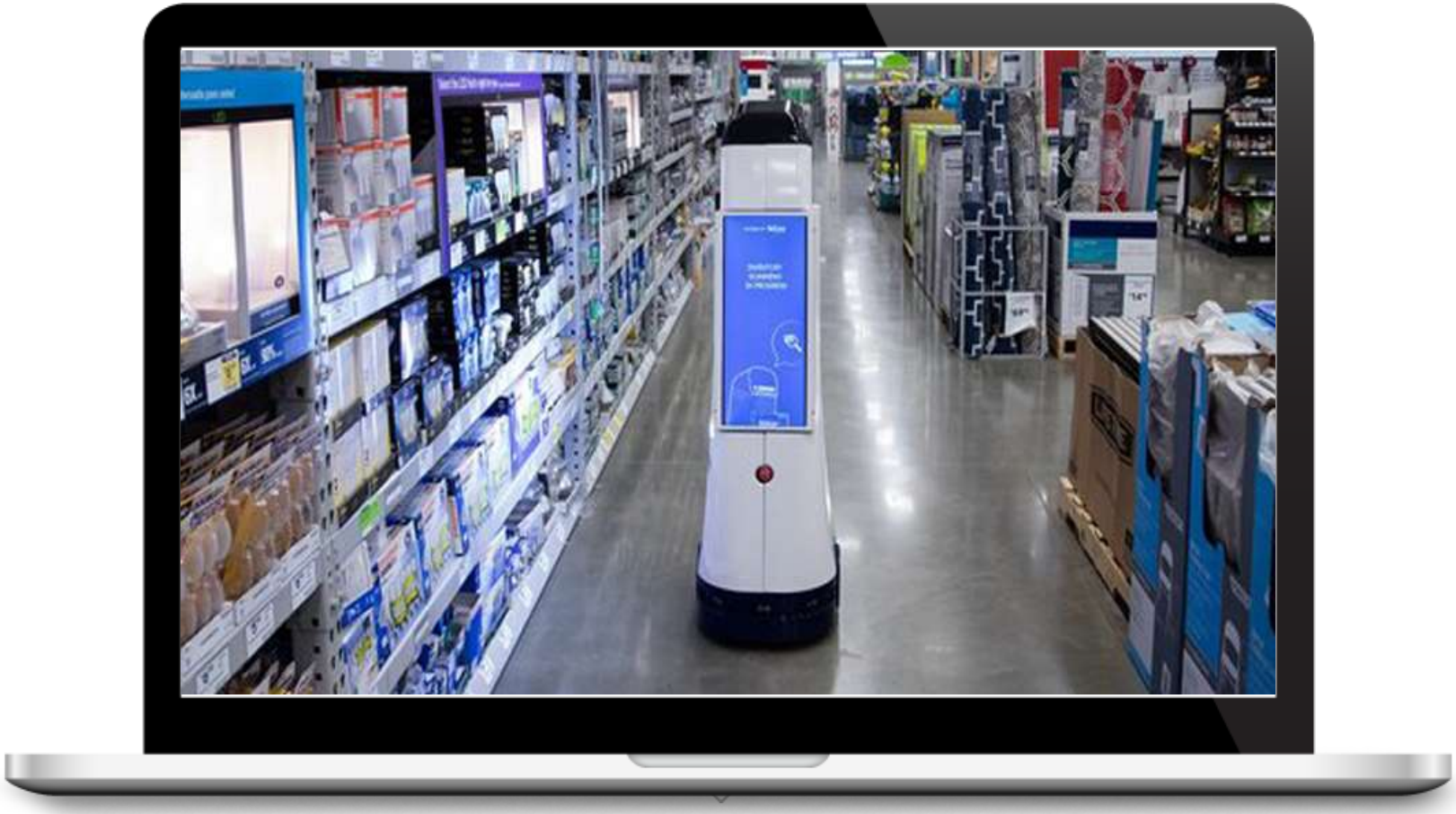
1 – Empower Your Employee



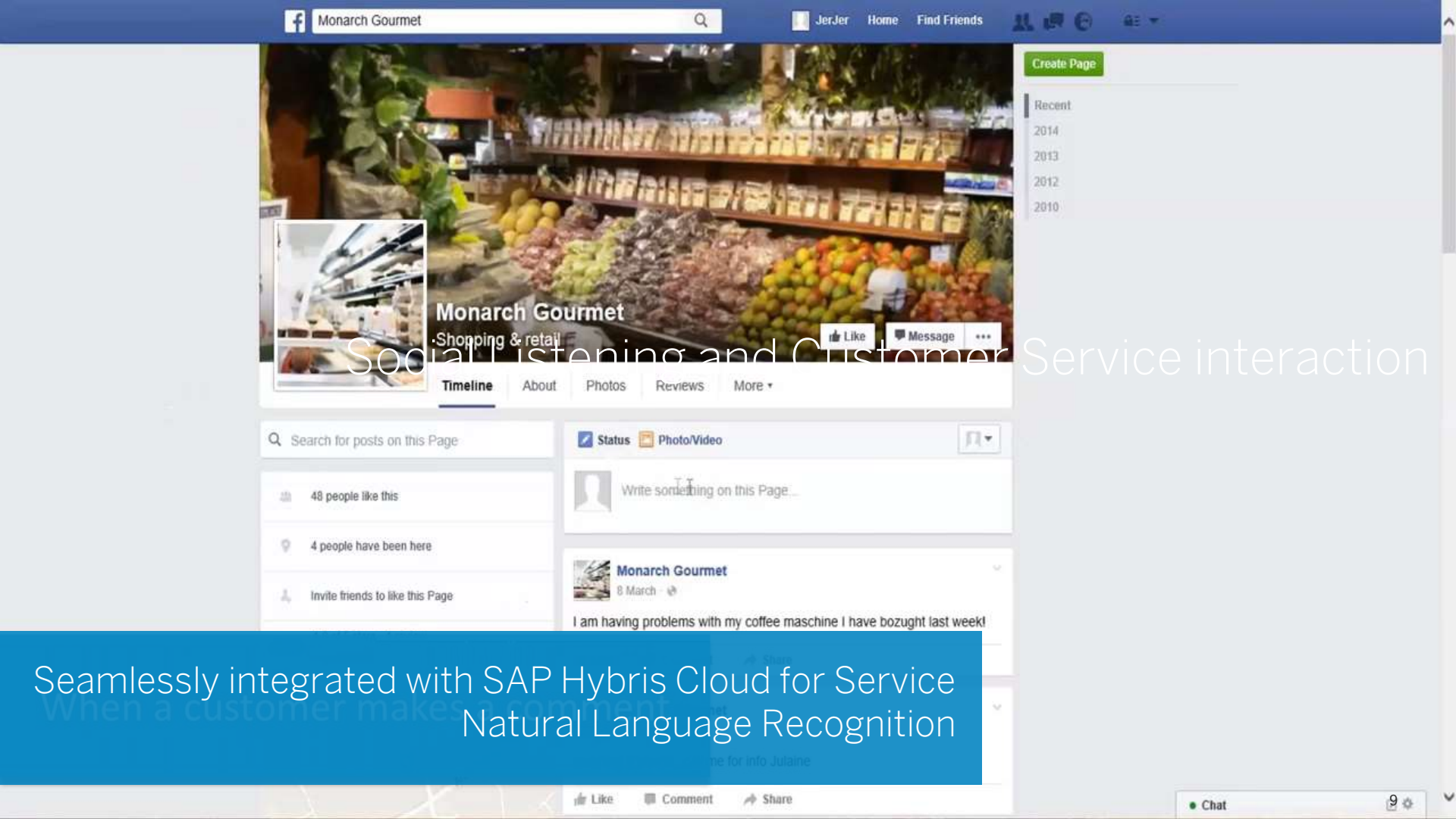
Super Vision



Super Intelligence



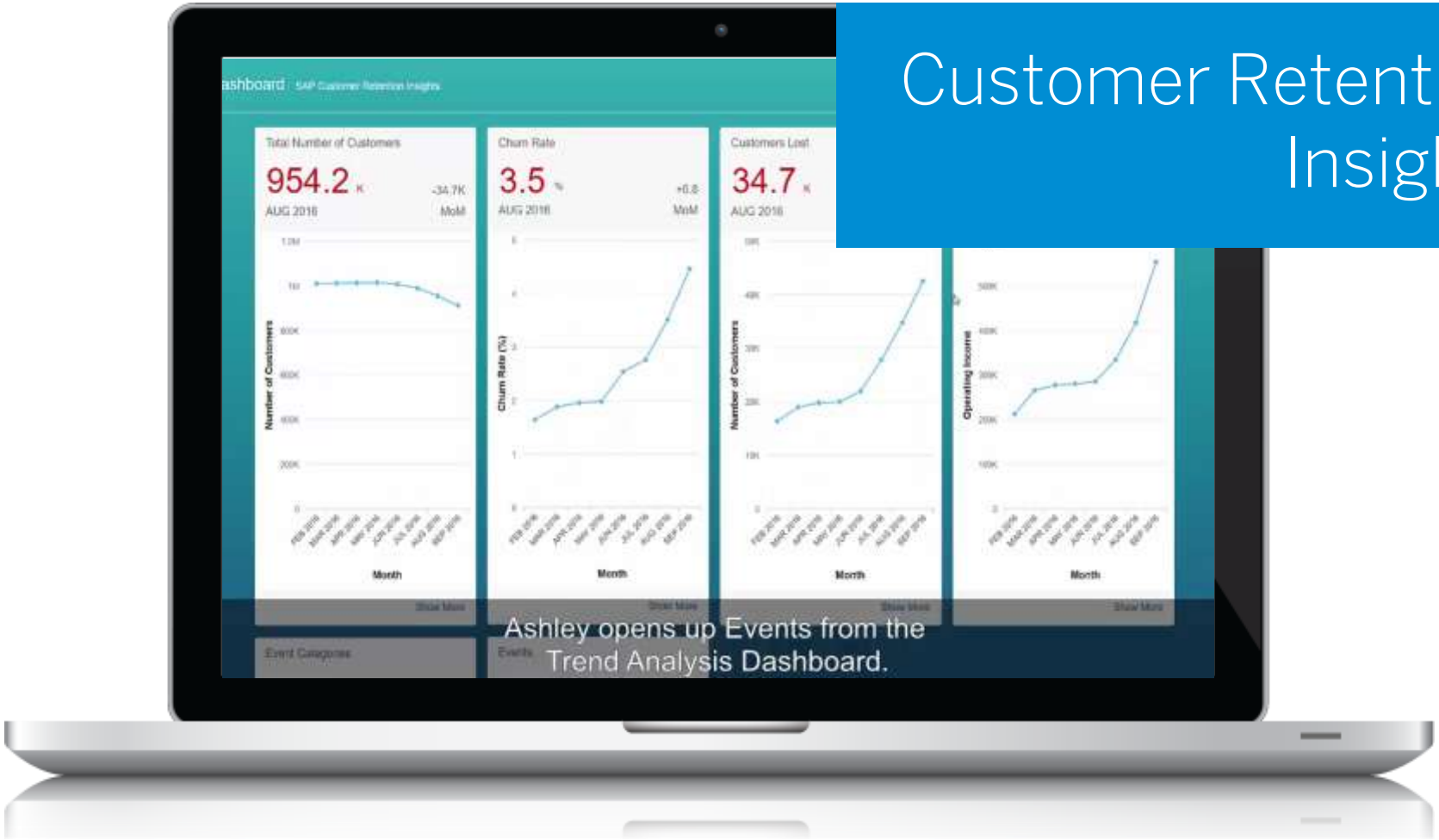
BOEING

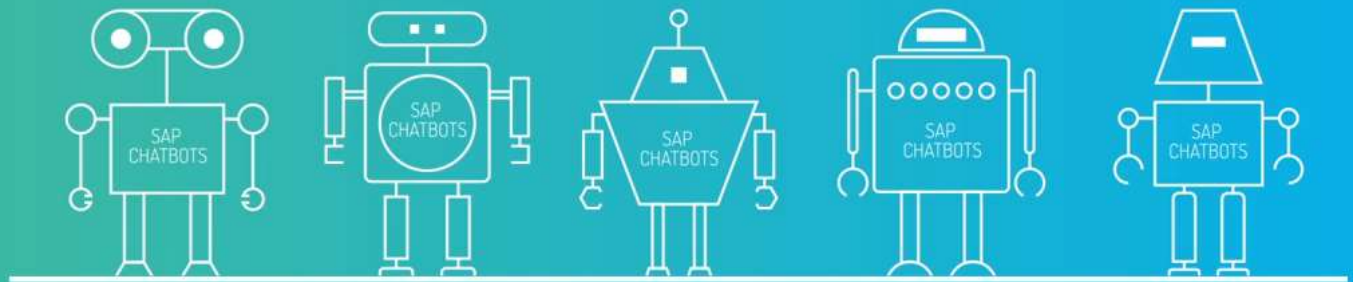


Social Listening and Customer Service interaction

Seamlessly integrated with SAP Hybris Cloud for Service
Natural Language Recognition

Customer Retention Insights




SAP
CHATBOTS
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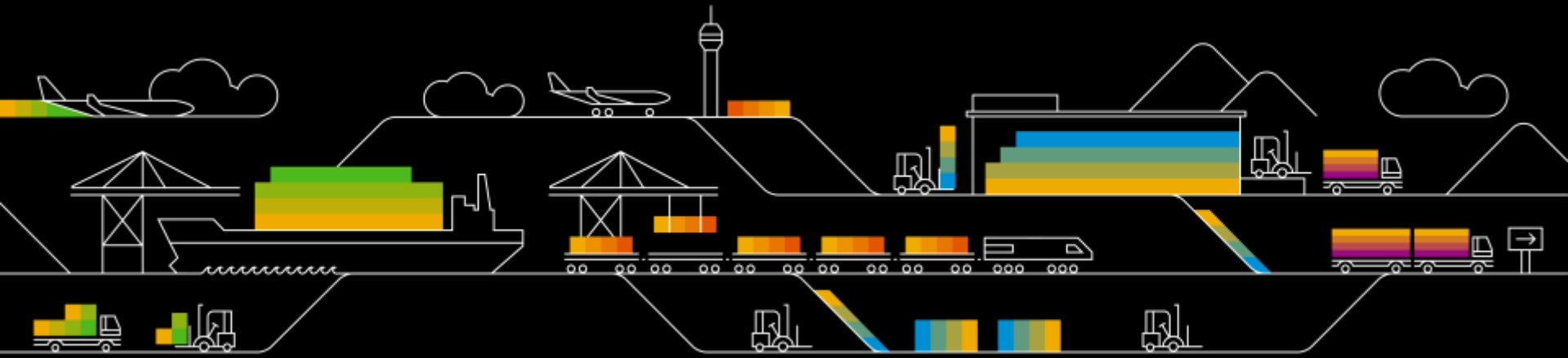
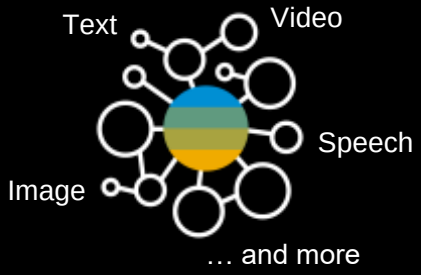
CHATBOTS

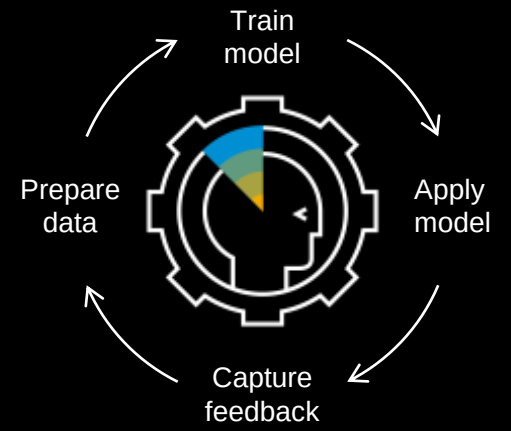
2 – Know Your Customer



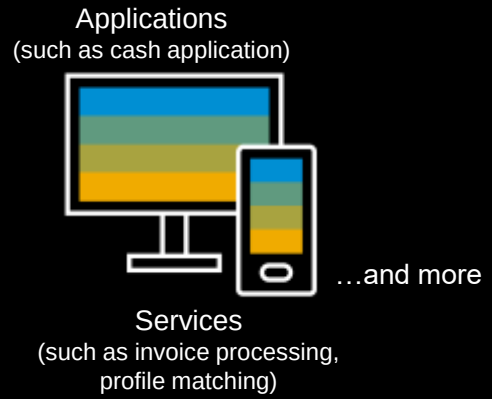
INPUT



MACHINE LEARNING



OUTPUT



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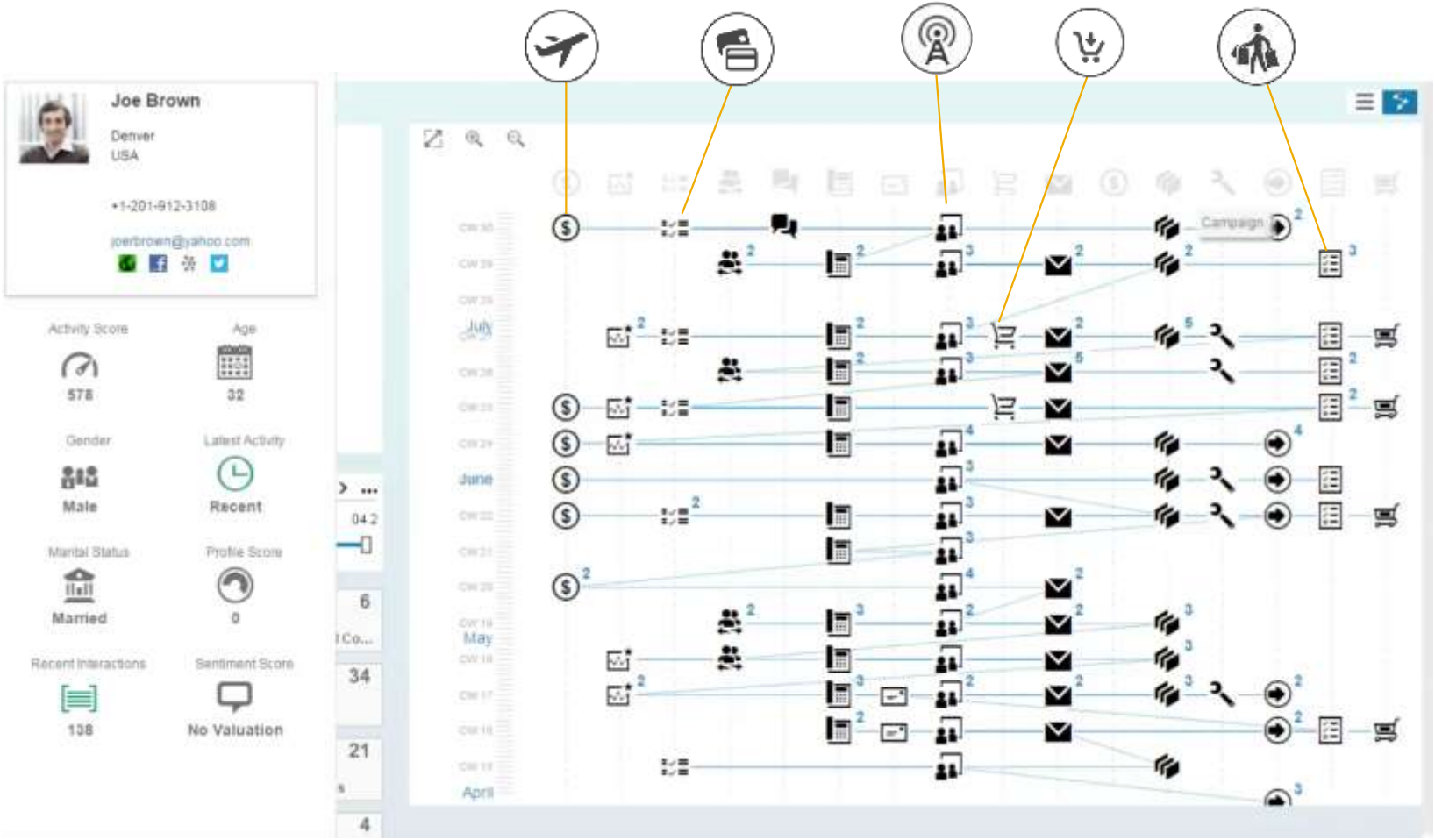

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08:08
100%
Doc Center
Leave Request
Cloud4Cust
Launchpad
Easy Connect
Business
SAP Maps
F5 Access
RSA
Token
IRIS
1
278
Monday
20
8
Phone
Mail
Calendar
Safari
WOMEN CHANGE
THE WORLD

Functional : Image Similarity Scoring service

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Digital Twin in Fashion

YOUR AVATAR

VIRTUAL DRESSING

AVATAR GENERATION

SIZE RECOMENDATION

HUMAN SOLUTIONS ASSYST AVM

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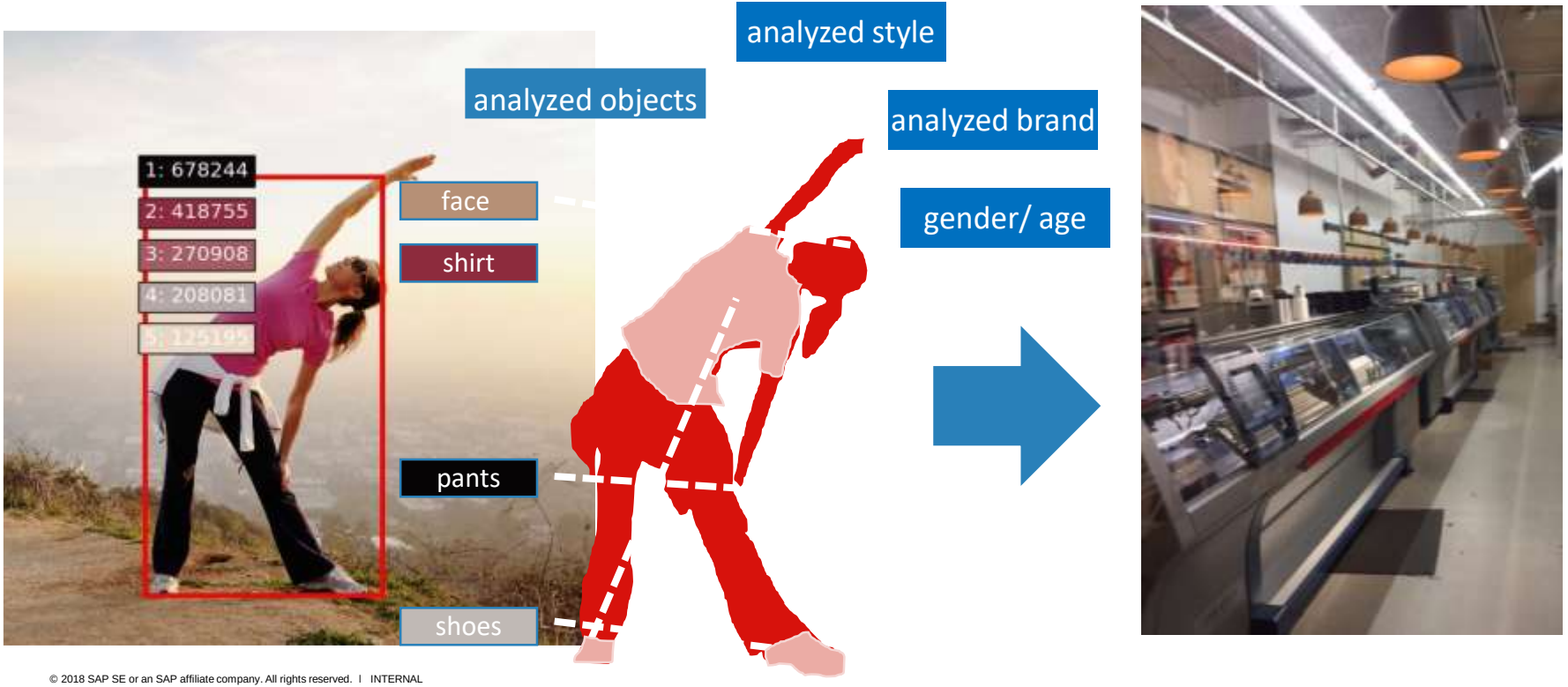
1
DEEP MARINE BLUE
2
DARK NAVY
3
OYSTER GREY
4
PITCH GREEN
5
MINERAL BLUE
6
BLACK INDIGO
7
LIGHT BEIGE BLEND
8
GRAPHITE BLEND
9
SWEET BERRIES
* Sources: Berlin stores sales data,
Instagram Accounts Berlin Influencers
Analysis: Image Color Detection, Color Clustering, Time Series Model

Forecasting micro season Demand With ML Methods



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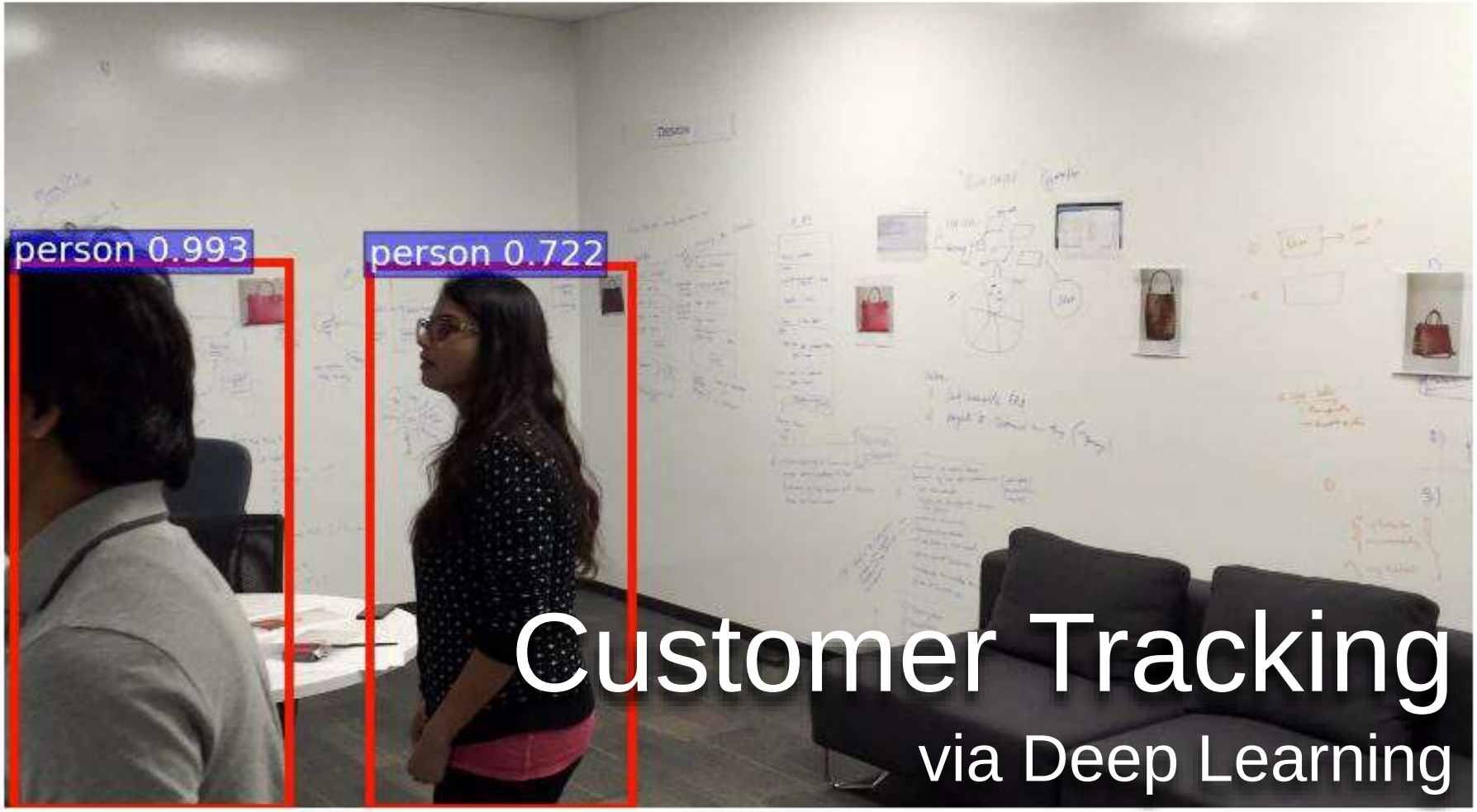

Customer Tracking

via Deep Learning

In Door Location with Infonomi - Beacons

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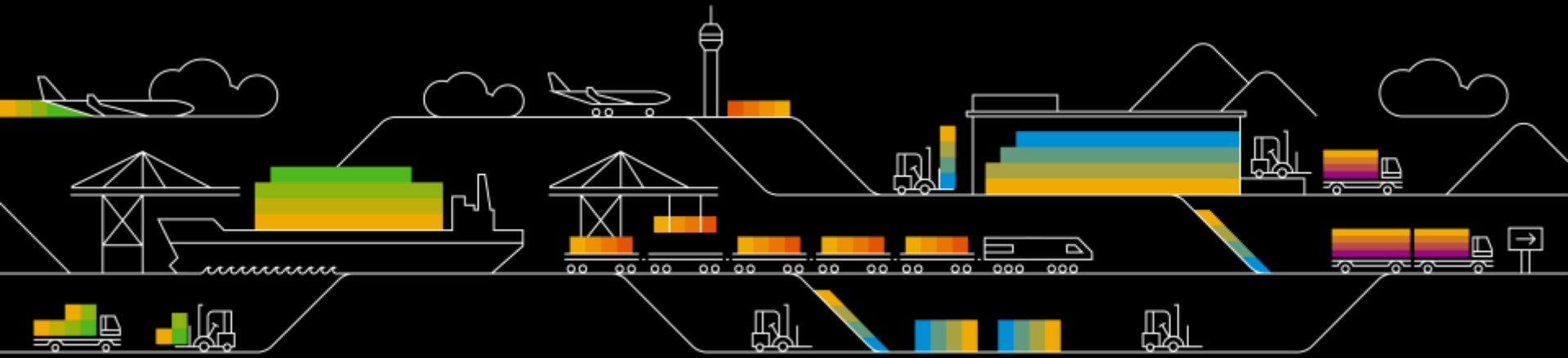
3 – Recommend Your Customer



Personalization and Connecting People

ALLOCINE.COM

"SAP increased website stickiness by personalizing dynamic movie recommendations."
Frederic Krebs
CTO

OBJECTIVE
Improve customer experience with personalized movie recommendations

SOLUTION
SAP InfinteInsight

BENEFITS
Increased revenue by growing available advertising space

9%
Increase in revenue

220 Million
Personalized page view per month

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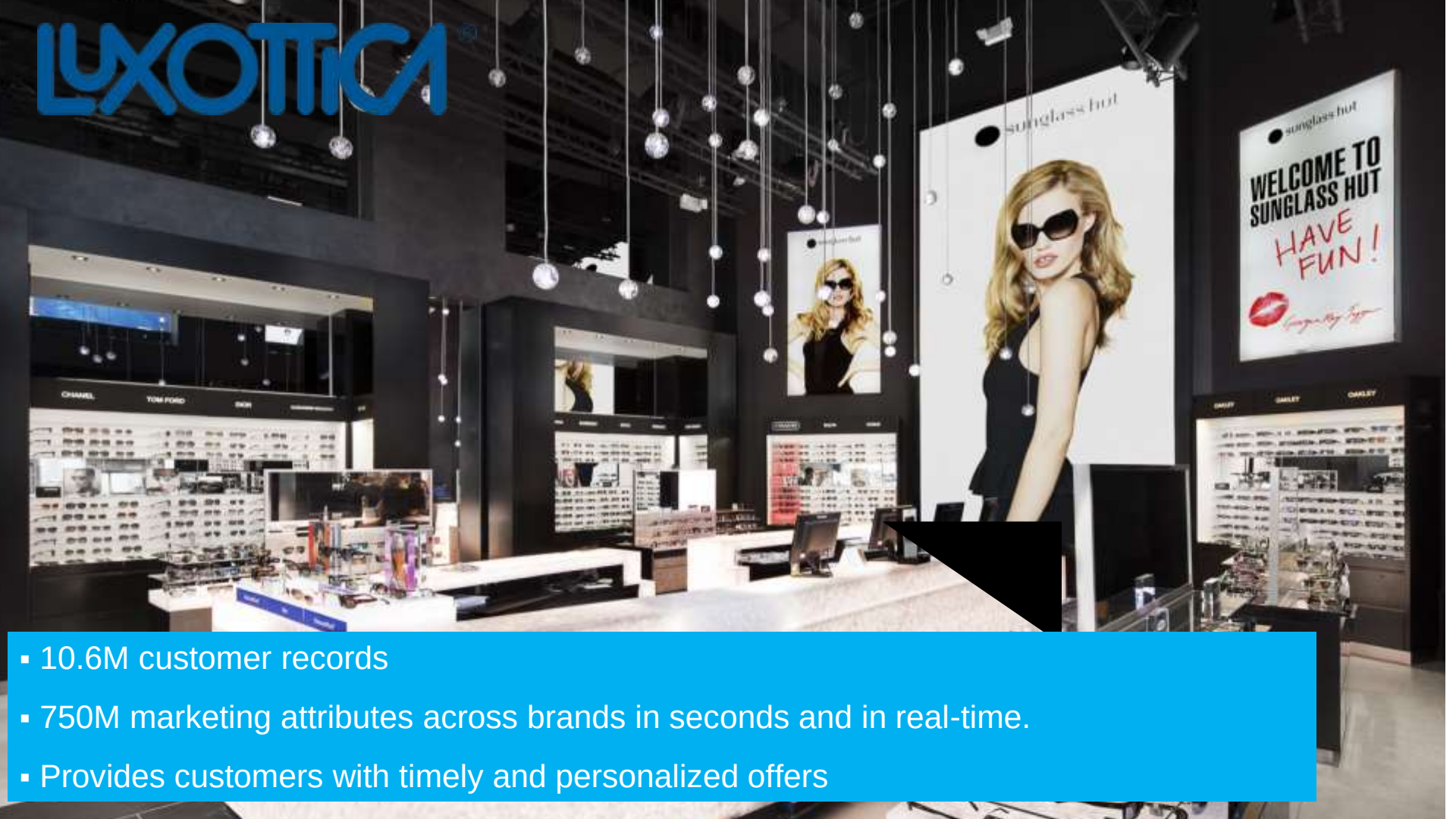
mBank

Conversational commerce: Meet CHARLY

- Product Search
- Category Drill Down
- Search by Emoji
- Barcode scan
- Fuzzy Product Search
- Review Cart
- Checkout

EXPERIENCE

DooH



- 10.6M customer records
- 750M marketing attributes across brands in seconds and in real-time.
- Provides customers with timely and personalized offers

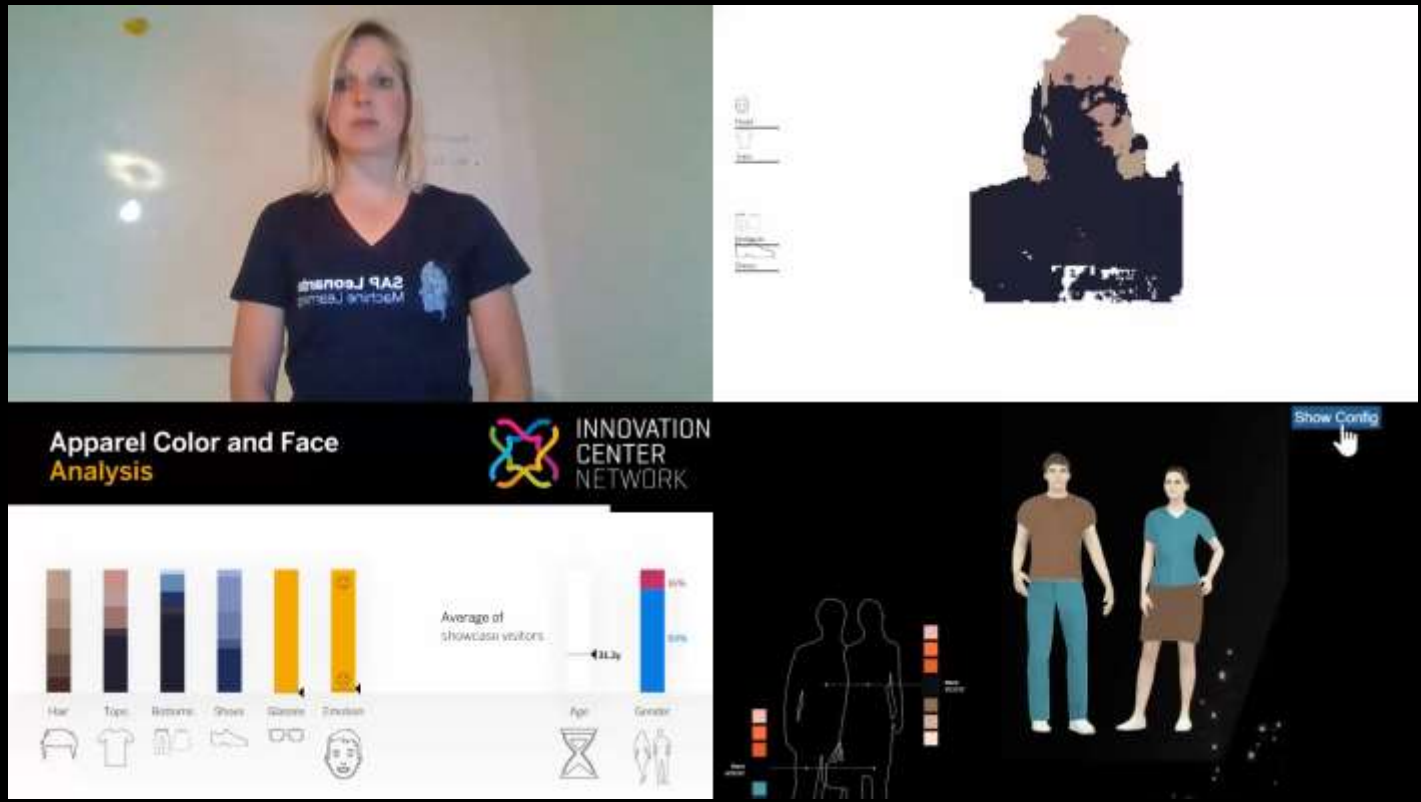
SAP Brand Intelligence

UNDER ARMOUR DIGITAL TRANSFORMATION

SAP TV
Personal training plans
Shopping itinerar
RUN LIVE
3D printing

3D Printing - Adidas

The Intelligent Enterprise Showcase – Apparel Color and Face Analysis



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The Intelligent Enterprise Show Case – What's behind?

Trend Detection

Augmented Business Analysis & Planning

Apparel and Emotion Analysis

Intelligent Advertising

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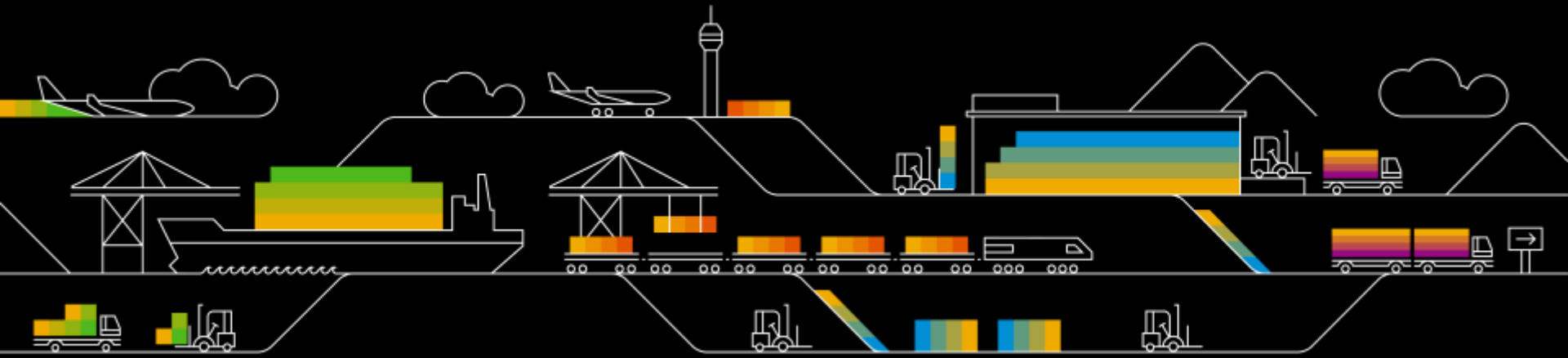
4 – Manage intelligently Your Assets



SAP Leonardo IoT Bridge

Connected Products	Connected Assets	Connected Fleet	Connected Infrastructure	Connected Markets	Connected People
Product Insights	Fixed Asset Insights	Mobile Asset Insights	Building Insights	Market Insights	People And Work
Goods And Equipment	Manufacturing Execution	Logistics Safety	Construction	Rural Areas	People And Health
Supply Networks	Manufacturing Networks	Logistics Networks	Energy Grids	Urban Areas	People And Homes

SAP Leonardo IoT Edge

SAP Leonardo IoT Foundation

SAP Cloud Platform / SAP HANA platform

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Leverage the digital twin

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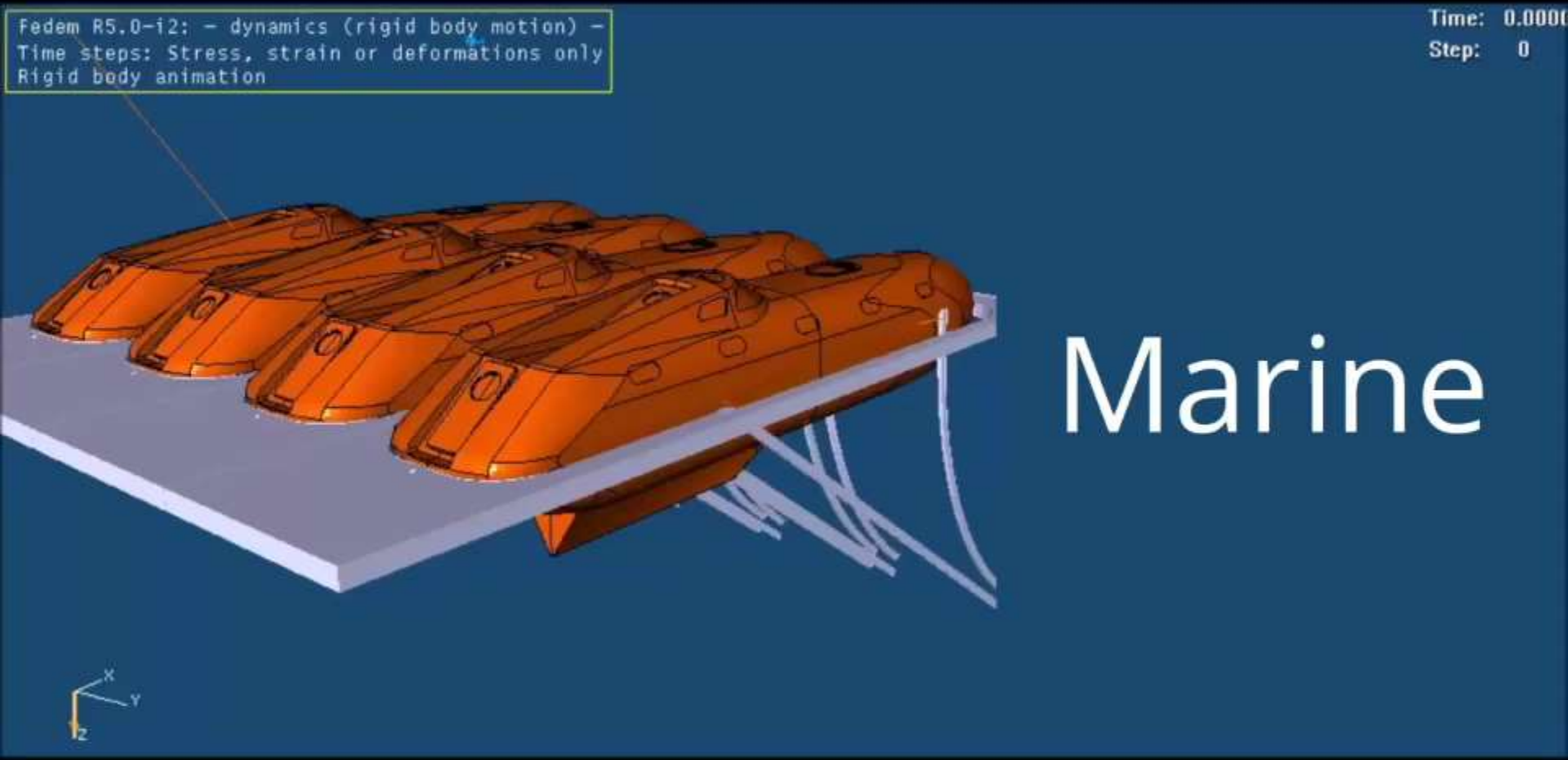
Fedem R5.0-i2: - dynamics (rigid body motion) -
Time steps: Stress, strain or deformations only
Rigid body animation
Time: 0.000
Step: 0
Marine
X
Y
Z

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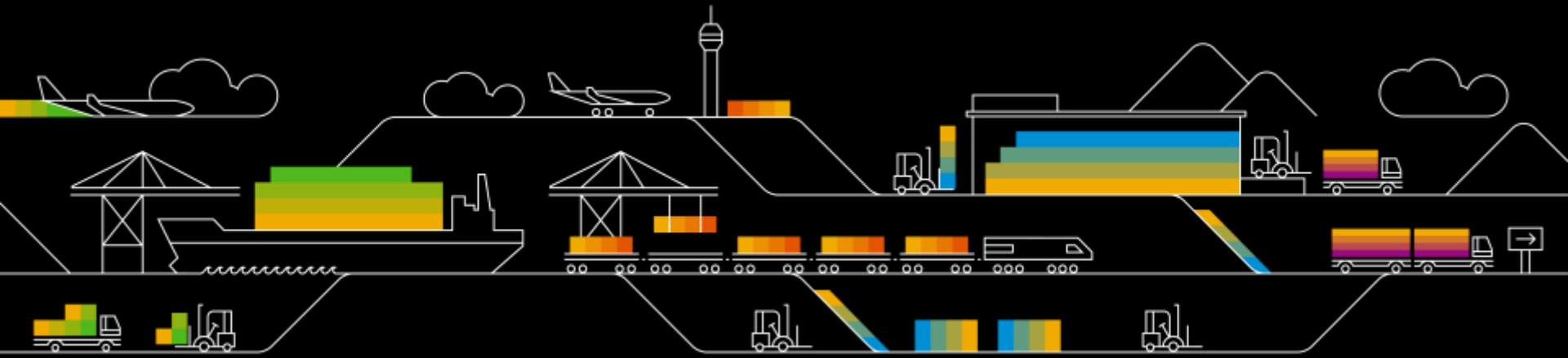
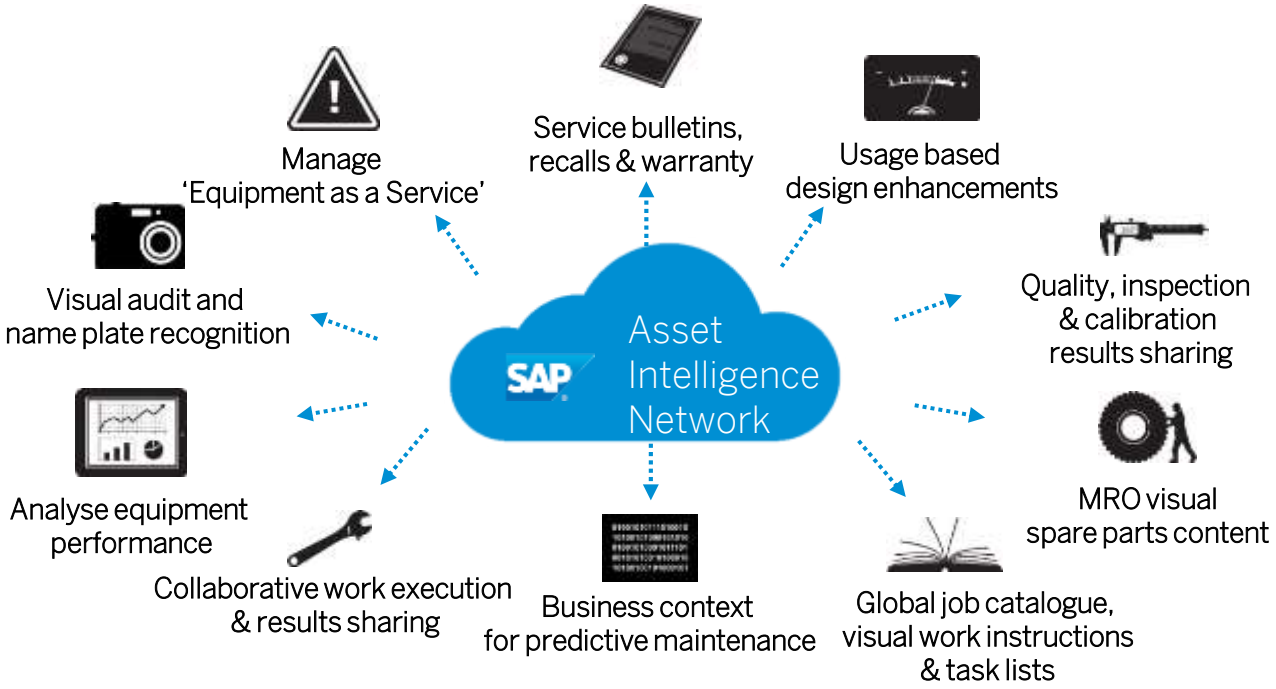
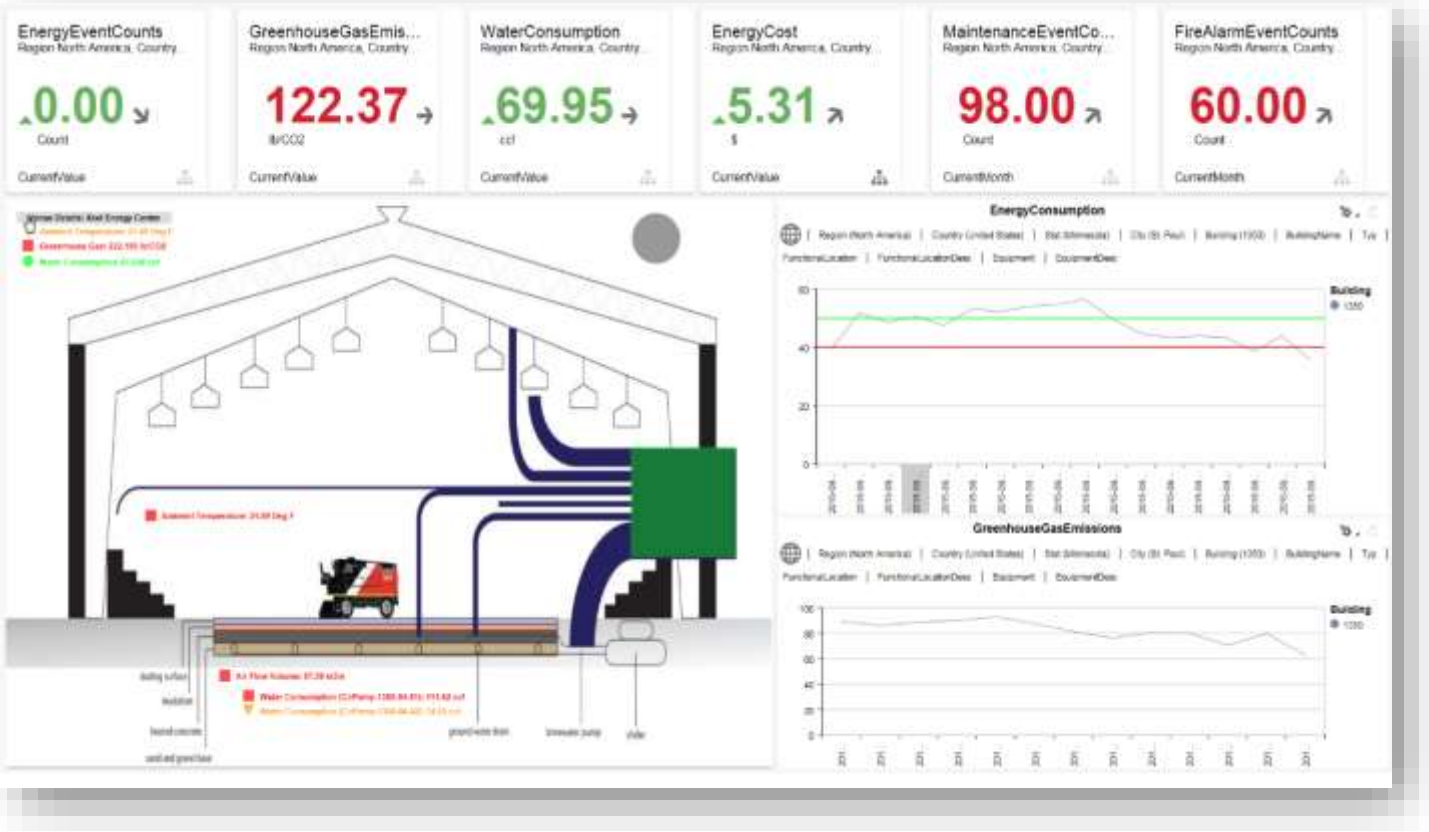
5 – Extend Your Business Network



New Business Models
Asset Intelligence Network (AIN)



Energy Monitoring



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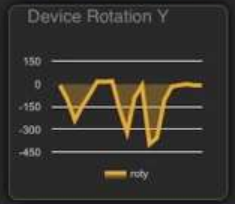
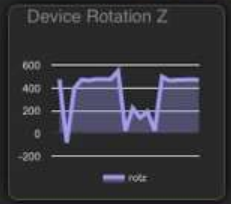
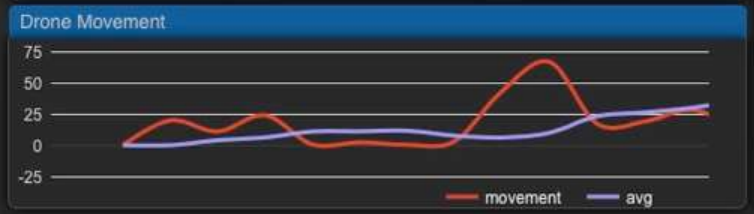
History	Action Type	Status	Notes
1/12/2004	created	stable	Excessive Rust on attachment
	Inspected		
	Inspected		
	Inspected		
	inspected		
7/10/2015	Inspected	Needs repair	Rusty assembly replaced
7/11/2015	WO created		
7/21/2015	WO completed		
today	closed	closed	Repair verified

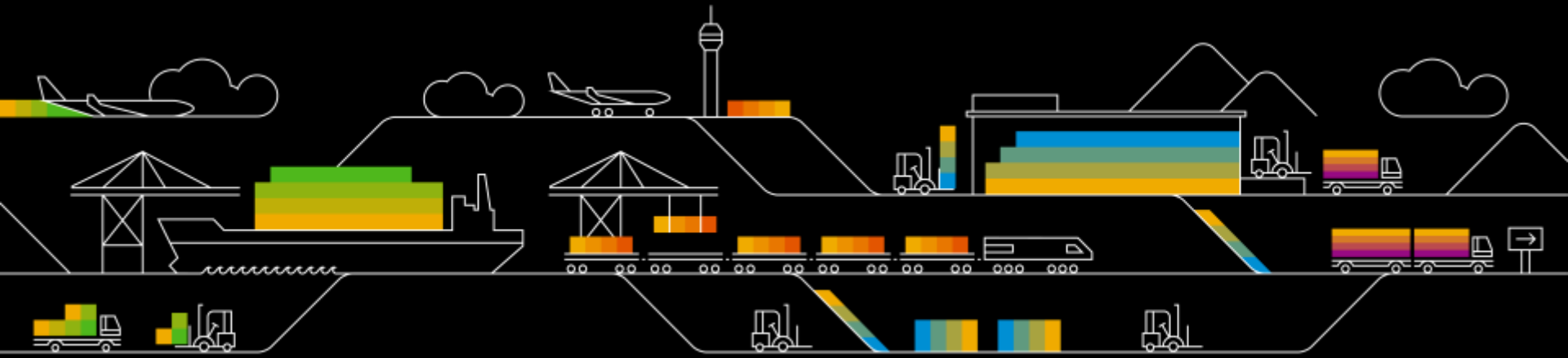




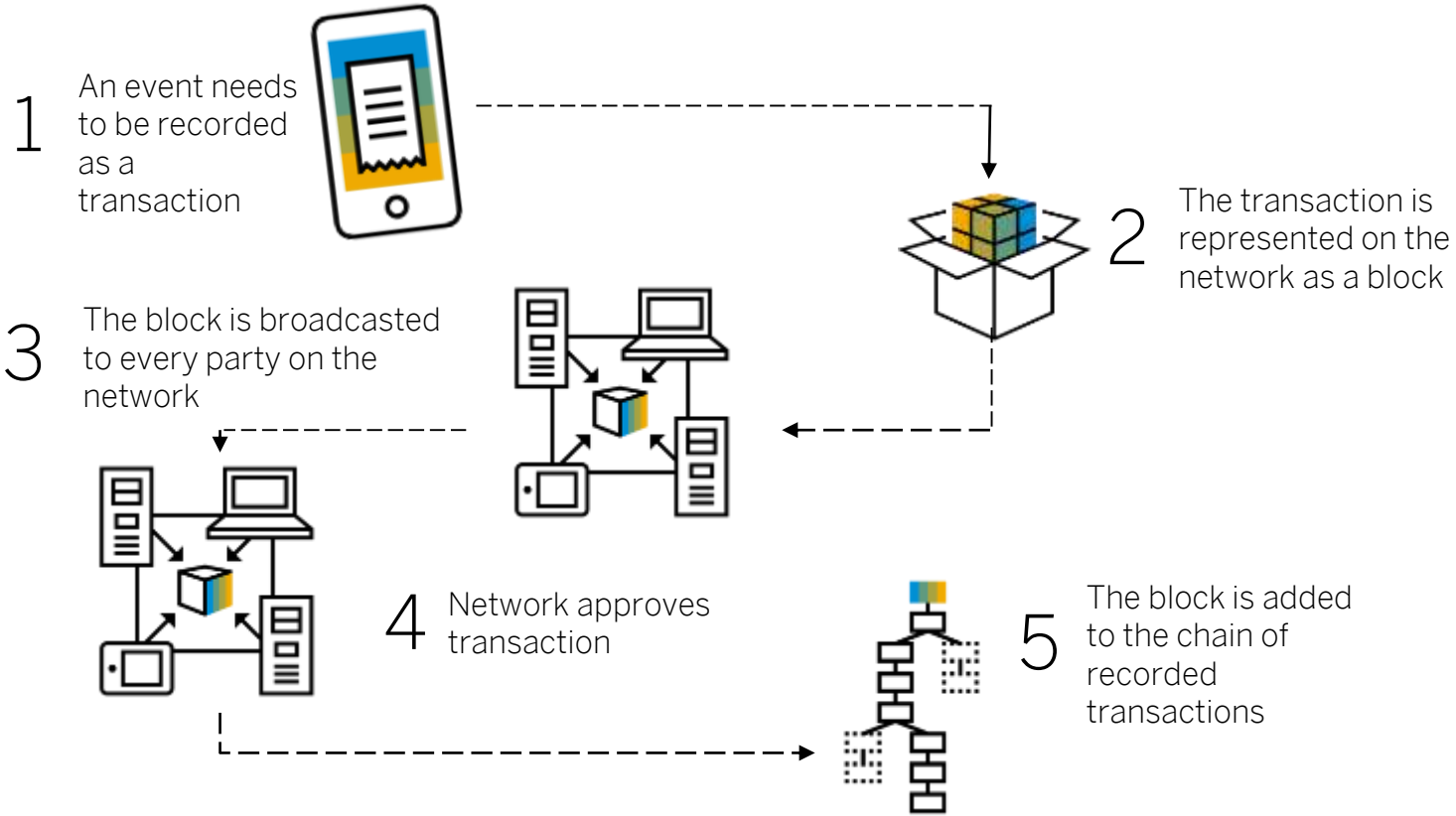


Selected Device: demo

6– Protect Your Customer



Global De-centralized Source of Trust



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SAP and the Blockchain Eco-System

Premium Member

Founding Member

Member

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Across LoBs and Industries

Secured authorization procedures in Public Sector

e-Bill of Lading

Asset Management (Digital Twin)

Distributed Manufacturing (3D-printing)

Trusted Digital Credentials

Secure Bidding in Procurement

Guarantee Insurance

Real-Time Payments

Drug Supply Chain Security

Disaster Operations

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Blockchain for autonomous province of South Tyrol

Simplify governmental administration with blockchain process extensions

AUTONOME PROVINZ BOZEN SÜDTIROL

PROVINCIA AUTONOMA DI BOLZANO ALTO ADIGE

DGTAL/TEAM

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SAP Pharma Blockchain POC

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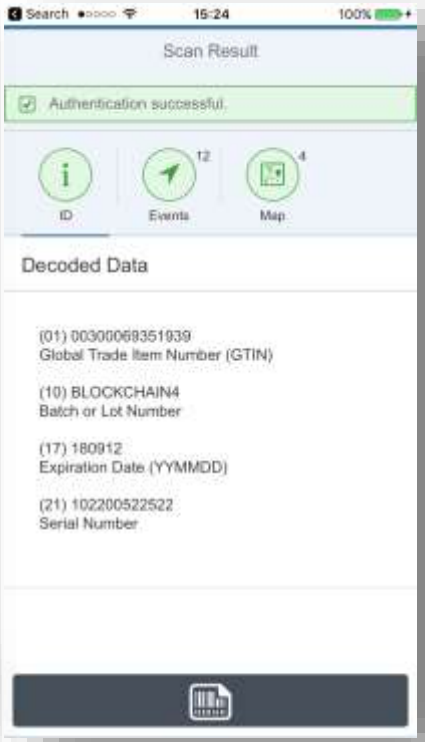
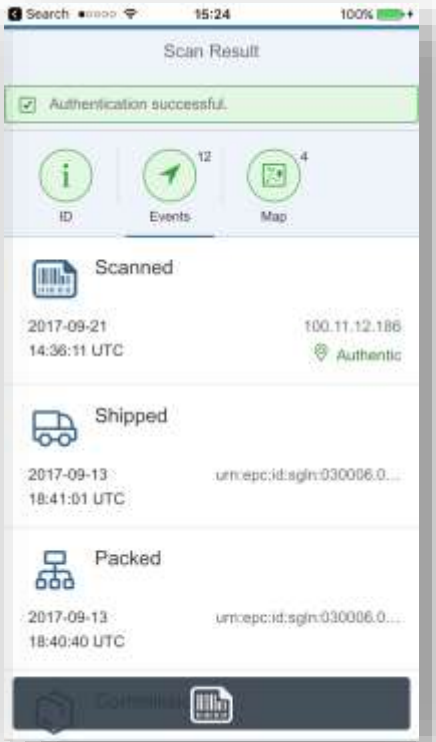
SAP Pharma Blockchain POC App





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GIGYA

Identity

5X

Value

of each registered users

Consent

77%

OF CONSUMERS WANT

…to be able to decide how, when, and where marketers communicate with them.

Profile

Permission based view of customer profile

Personalized Experiences deliver relevancy

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Equipment for driver

Hitoe clothes

Hitoe transmitter

Smart phone

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Take the first step toward a trusted digital you.

TrueRec applies blockchain technology to offer trusted digital credentials.

Learn More

Download on the App Store

Google play

http://truerec.io

The **digital innovation system**
that enables you to **innovate at scale** to confidently redefine your business.

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