Accelerate your Digital Transformation

SAP Leonardo

Discovering SAP Leonardo
Faster Innovation with Less Risk

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Intelligently connecting people, things, and businesses
SAP Leonardo Digital Innovation System

Design Led Innovation
Solution Ideation & Vision
Rapid Prototyping
Integration Blueprint
Business Case Development

Data Intelligence
Blockchain
Big Data
Internet of Things
Analytics

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

Data Management
SAP HANA | SAP Data Hub | SAP Vora | Other SAP | Open Source Storages

Multi-Cloud Infrastructure
SAP | Google Cloud Platform | Microsoft Azure | AWS S3

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1 – Empower Your Employee
Super Vision
Super Intelligence
Social Listening and Customer Service interaction

Seamlessly integrated with SAP Hybris Cloud for Service Natural Language Recognition
Customer Retention Insights

- Total Number of Customers: 954.2k (AUG 2016)
- Churn Rate: 3.5% (AUG 2016)
- Customer Loyalty: 34.7k (AUG 2016)

Ashley opens up Events from the Trend Analysis Dashboard.
2 – Know Your Customer
INPUT

Text
Video
Speech
Image
... and more

MACHINE LEARNING

Train model
Prepare data
Capture feedback
Apply model

OUTPUT

Applications (such as cash application)
Services (such as invoice processing, profile matching)
...and more

Text
Image
Speech
Video
... and more
How Machine Learning Could Help Swarovski Fix Your Crystal Teddy Bear

Swarovski crystals are loved by many around the world. With countless high-end designer and retail partners, they adorn everything from evening gowns to cell phone covers. And people’s love of Swarovski has made it a prized collector item, particularly for figurines and jewelry.

But what happens if someone chips their crystal teddy bear?

At the recent SAP Leonardo Live event in Frankfurt, Werner Huber, Corporate IT Manager from Swarovski, explained the process.
Digital Twin in Fashion

YOUR AVATAR

VIRTUAL DRESSING

AVATAR GENERATION

SIZE RECOMMENDATION
Top predicted colors for the next month*

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

analyzed style
analyzed brand
gender/ age

analyzed objects

face
shirt
pants
shoes
Customer Tracking via Deep Learning
In Door Location with Infonomi - Beacons
3 – Recommend **Your Customer**
**OBJECTIVE**

Improve customer experience with personalized movie recommendations

**SOLUTION**

SAP InfiniteInsight

**BENEFITS**

Increased revenue by growing available advertising space

“SAP increased website stickiness by personalizing dynamic movie recommendations.”

**Frederic Krebs**

CTO

9%  

Increase in revenue

220 Million  

Personalized page view per month
She has been buying in health food stores for a week.

He insured a car (brand NISSAN) a month ago.

Every day, returning home she shops in local department store ~20 PLN.

She often visits shops with articles for kids. She spends there 400 PLN each month.
Conversational commerce: Meet CHARLY

Product Search
Category Drill Down
Search by Emoji
Barcode scan
Fuzzy Product Search
Review Cart
Checkout
- 10.6M customer records
- 750M marketing attributes across brands in seconds and in real-time.
- Provides customers with timely and personalized offers
UNDER ARMOUR DIGITAL TRANSFORMATION

The largest connected fitness network in the world

Billions of athlete experiences: workouts, activity, sleep, and nutrition combined with brand interactions
3D Printing - Adidas
The Intelligent Enterprise Showcase – Apparel Color and Face Analysis
The Intelligent Enterprise Show Case – What’s behind?

Trend Detection

Augmented Business Analysis & Planning

Apparel and Emotion Analysis

Intelligent Advertising
4 – Manage intelligently Your Assets
Leverage the digital twin
5 – Extend Your Business Network
Efficient Operations

New Business Models
Asset Intelligence Network (AIN)

- Manage ‘Equipment as a Service’
- Service bulletins, recalls & warranty
- Usage based design enhancements
- Quality, inspection & calibration results sharing
- MRO visual spare parts content

- Global job catalogue, visual work instructions & task lists
- Asset Intelligence Network
- Analyse equipment performance
- Collaborative work execution & results sharing
- Visual audit and name plate recognition

Business context for predictive maintenance
Energy Monitoring
6– Protect **Your Customer**
Global De-centralized Source of Trust

1. An event needs to be recorded as a transaction

2. The transaction is represented on the network as a block

3. The block is broadcasted to every party on the network

4. Network approves transaction

5. The block is added to the chain of recorded transactions
SAP and the Blockchain Eco-System

Premium Member

Founding Member

Member
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
Blockchain for autonomous province of South Tyrol
Simplify governmental administration with blockchain process extensions
SAP Pharma Blockchain POC
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
Equipment for driver

- Hitoe clothes
- Hitoe transmitter
- Smart phone
Take the first step toward a trusted digital you.

TrueRec applies blockchain technology to offer trusted digital credentials.

Learn More

http://truerec.io
The **digital innovation system** that enables you to **innovate at scale** to confidently redefine your business.