SAP Customer Experience

SAP Innovation Day for CX

What is Innovation?

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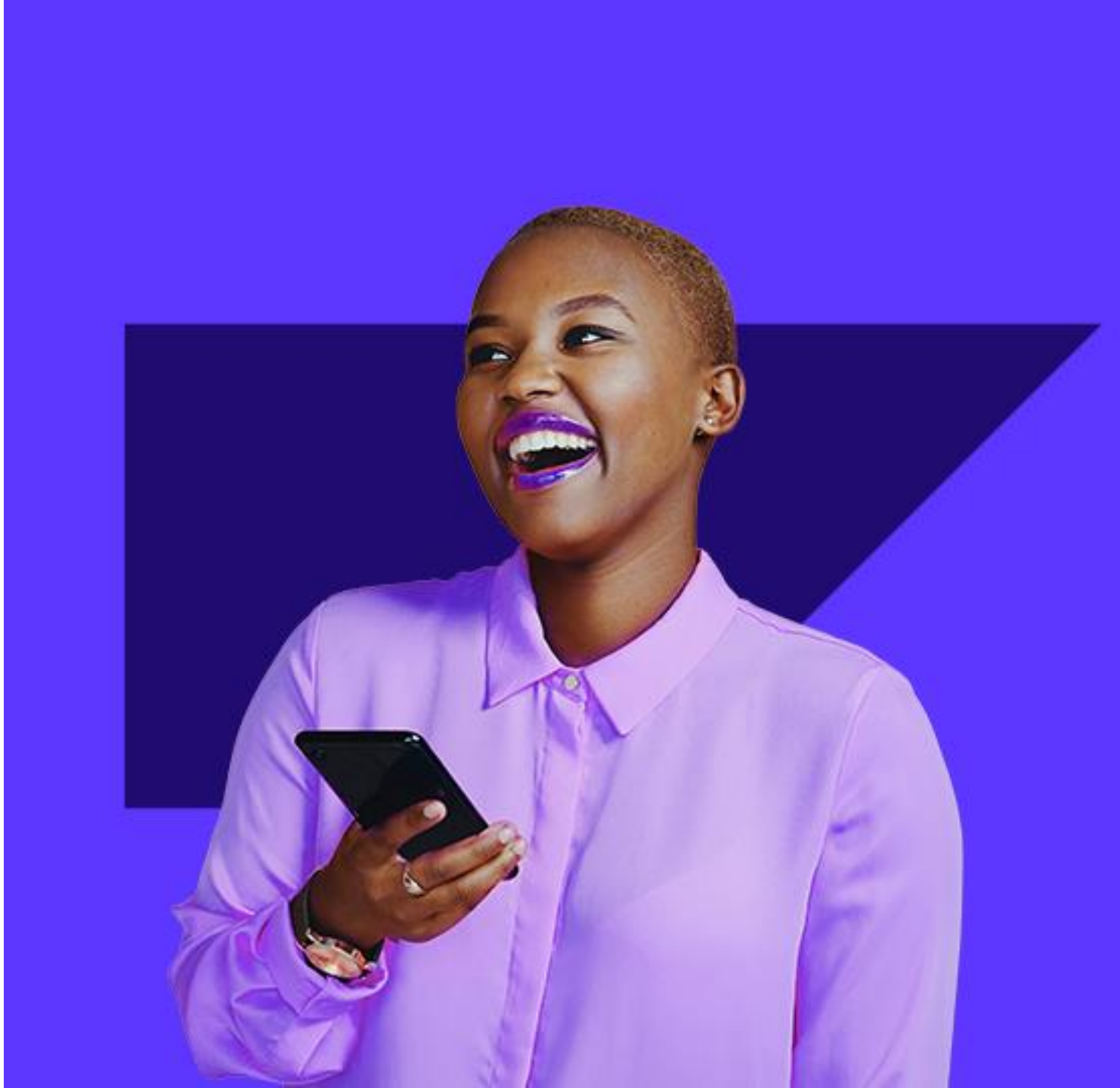
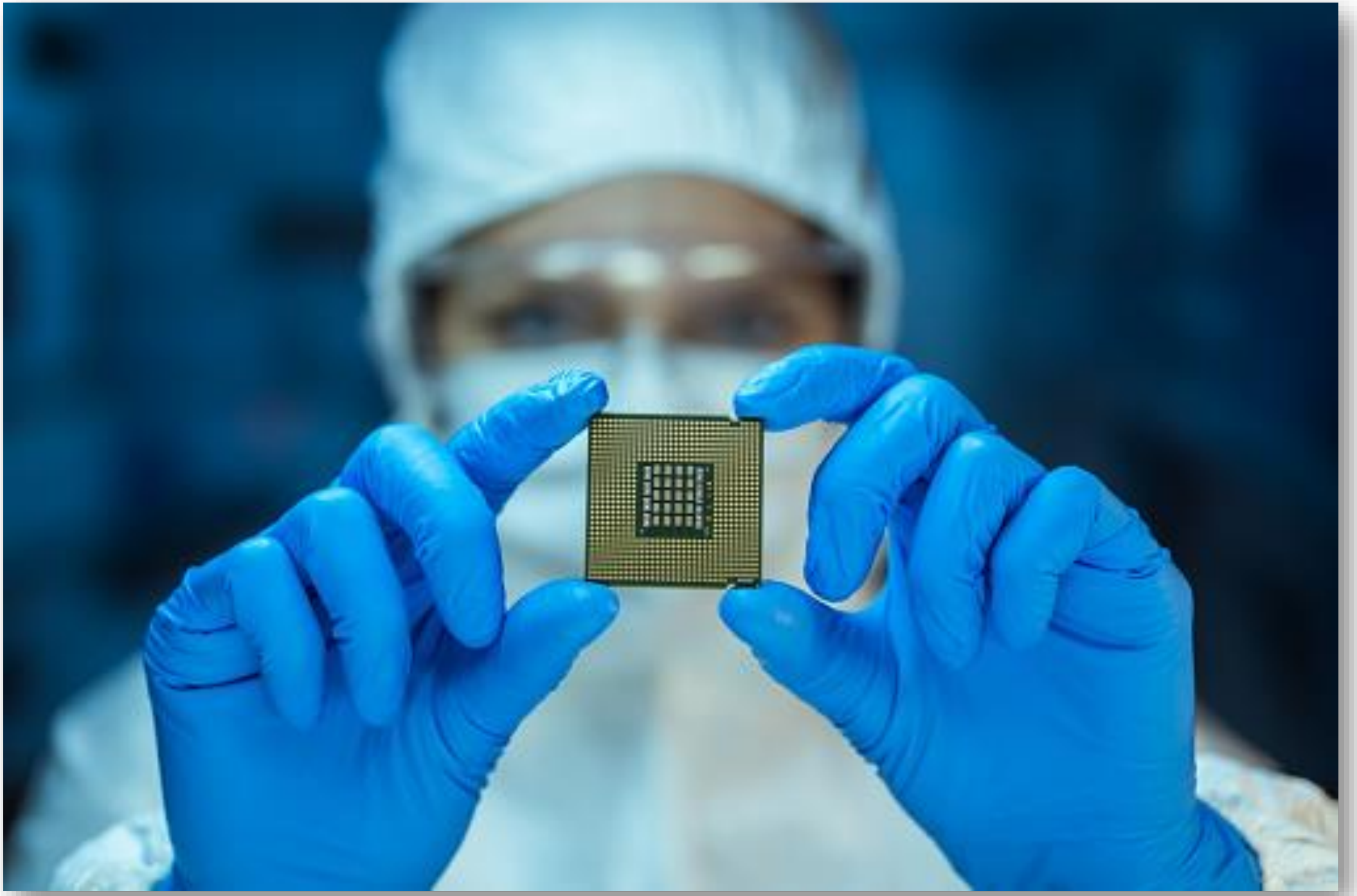
Public



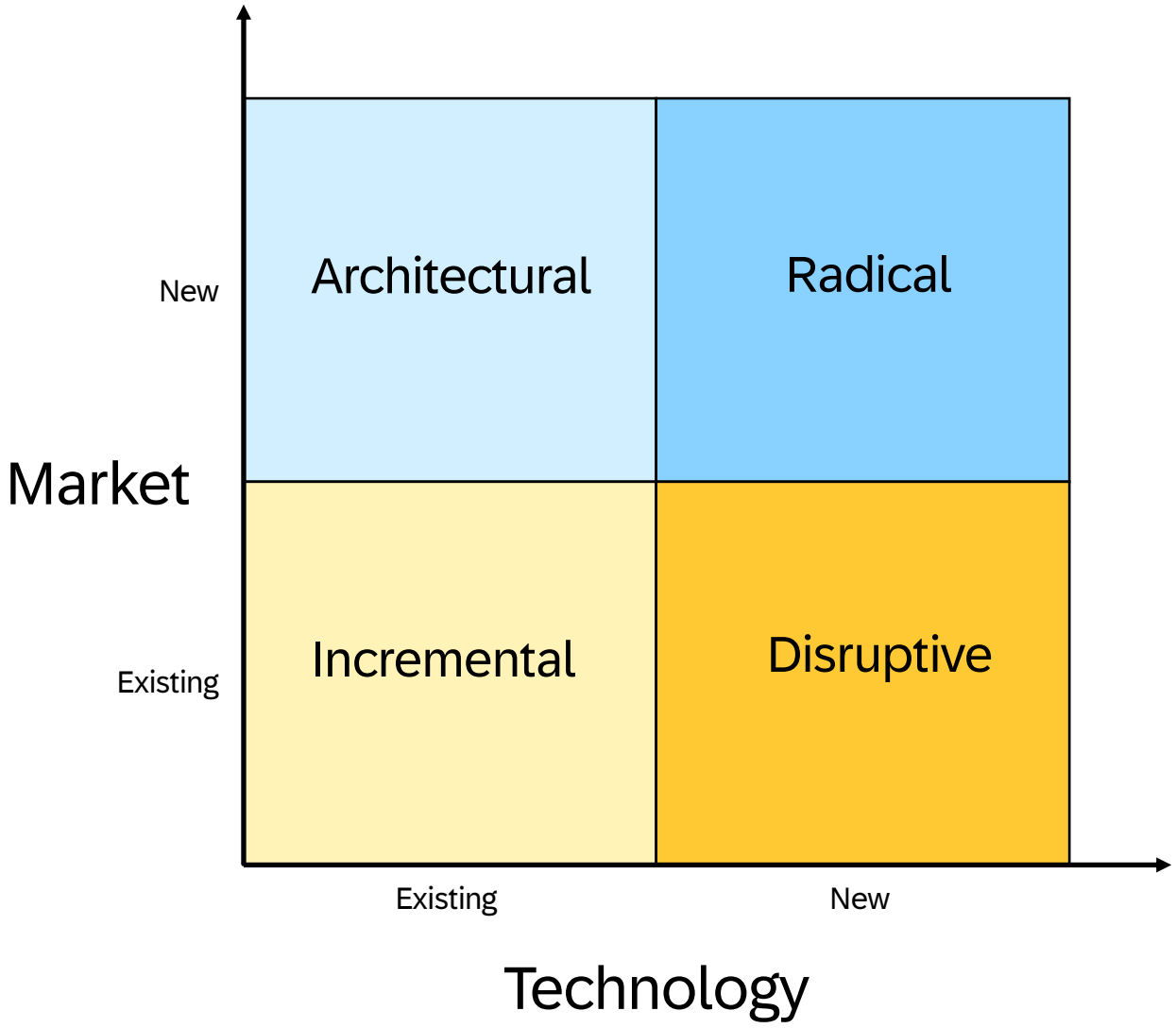


Innovation

[from Latin innovatio(n-), from the verb innovare (innovate/novate)]

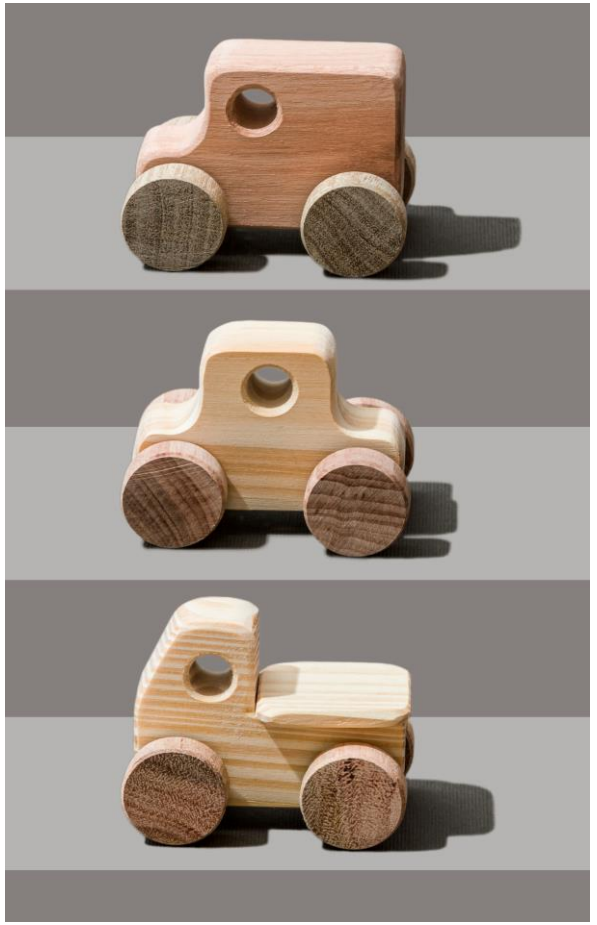
***Novate*: make (replace the existing with) something new**

Types of Innovation



Innovation gone wrong

Innovation gone right



Innovation through AI

Artificial Intelligence:

software used to perform tasks or produce output previously thought to require human intelligence[1]

[1] Oxford English Dictionary

Simple Innovation through AI

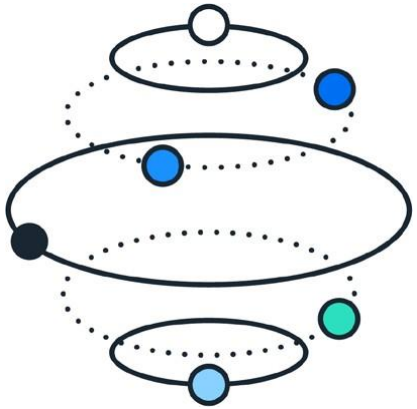
Improve Catalog Health

Proactively Answer Questions

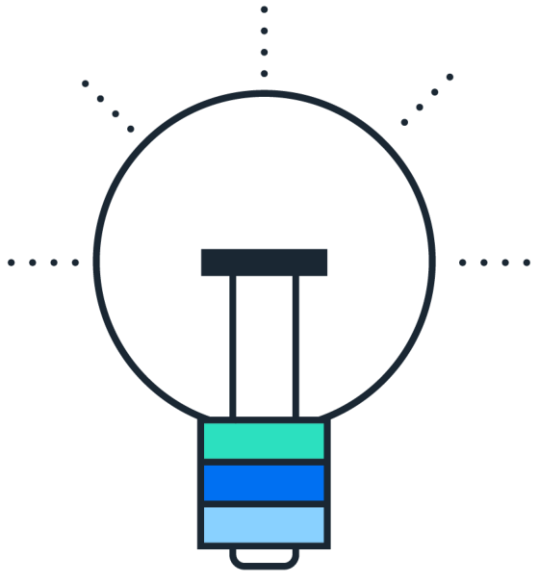
Automate Common Tasks

Why should we invest in Innovation?

Growth



Competitive



Adaptable

"They always say time changes things, but you actually have to change them yourselves!"
Andy Warhol

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