

SAP eXperience Day
Un consumatore per amico

Scenari di mercato locali e internazionali

Maurizio Marchiori

Branding Futurist

Retail Institute



THE BEST RUN 



VOLUNTEERS



NIENTE “EFFETTI SPECIALI”

VOGLIO SOLO TRASFERIRVI DELLE SEMPLICI NOTE DI UN VIAGGIO PARTICOLARE:

LA MIA VITA



MAURIZIO MARCHIORI

SINCE

27.11.1952

segno zodiacale

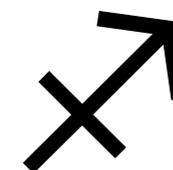
ascendente



Sagittario



Bruce Lee



Sagittario



Jimi Hendrix



15
YEARS



24
YEARS



3
YEARS



47
DAYS



SINCE
2004





is a full-service agency, with over 15 years of experience, a dynamic team made of the most talented and savvy freelance professionals from the creative fields, and an impressive client portfolio.

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DIANA



LIVE STORY™



DIESEL



COCCINELLE



PHILIPPE MODEL
PARIS

PRIVATE STOCK



**MOSTLY HEARD
RARELY SEEN**

SEMPACH

MILLENIUM VE 89

VRK



**SMITH'S
AMERICAN**



BePositive®



rarely Amies
14 SAVILE ROW, LONDON



Miluna



HYDROGEN

DIANA
FASHION ECOMMERCE

LIVE STORY™

ARTE & CUOIO
MADE IN ITALY

JUGULAR



BROOKLYN DIAMOND COFFEE

FURLA

cosquare
Shopping is social

agua bendita

=MI=
MOMENTO ITALIANO
Finest Coffee



EXCEED
NETWORK

LAURA VELA

ancien
italian luxury pop



SONJA MORGAN
NEW YORK

Blauer
USA

ISHIKAWA



LIU·JO



ACQUERA™ RED★STAR



PAULINA VEGA

FLAUNT

tintoria Mattei
954

Le Sarte Pettegole



Hartstrings

A low-angle, upward-looking photograph of two modern skyscrapers with glass facades. The buildings are positioned on either side of the frame, converging towards the top. The sky is a deep blue with scattered white and grey clouds. The sun is visible, creating a bright glow and lens flare effects on the glass surfaces of the buildings. The overall mood is one of height, modernity, and aspiration.

ALCUNE PREMESSE

VORREI STIMOLARVI A DELLE

RIFLESSIONI

CONDIVIDENDO DELLE MIE

ESPERIENZE

(NON "VENDO" SOLUZIONI MA STRATEGIE DI PENSIERO)

SIMPLICITY

IS THE ULTIMATE

SOPHISTICATED

(Leonardo Da Vinci)



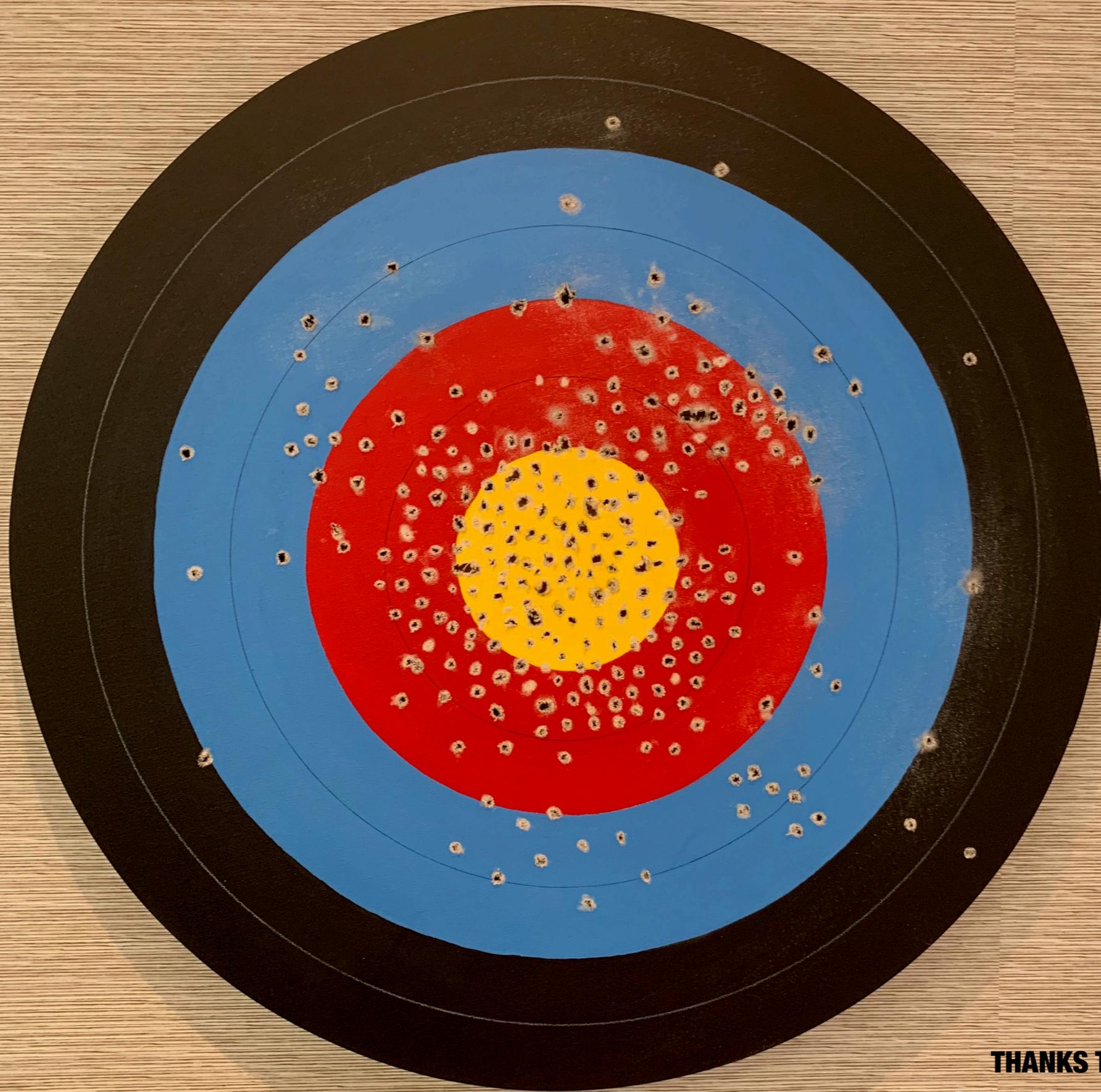
CURIOSITÀ



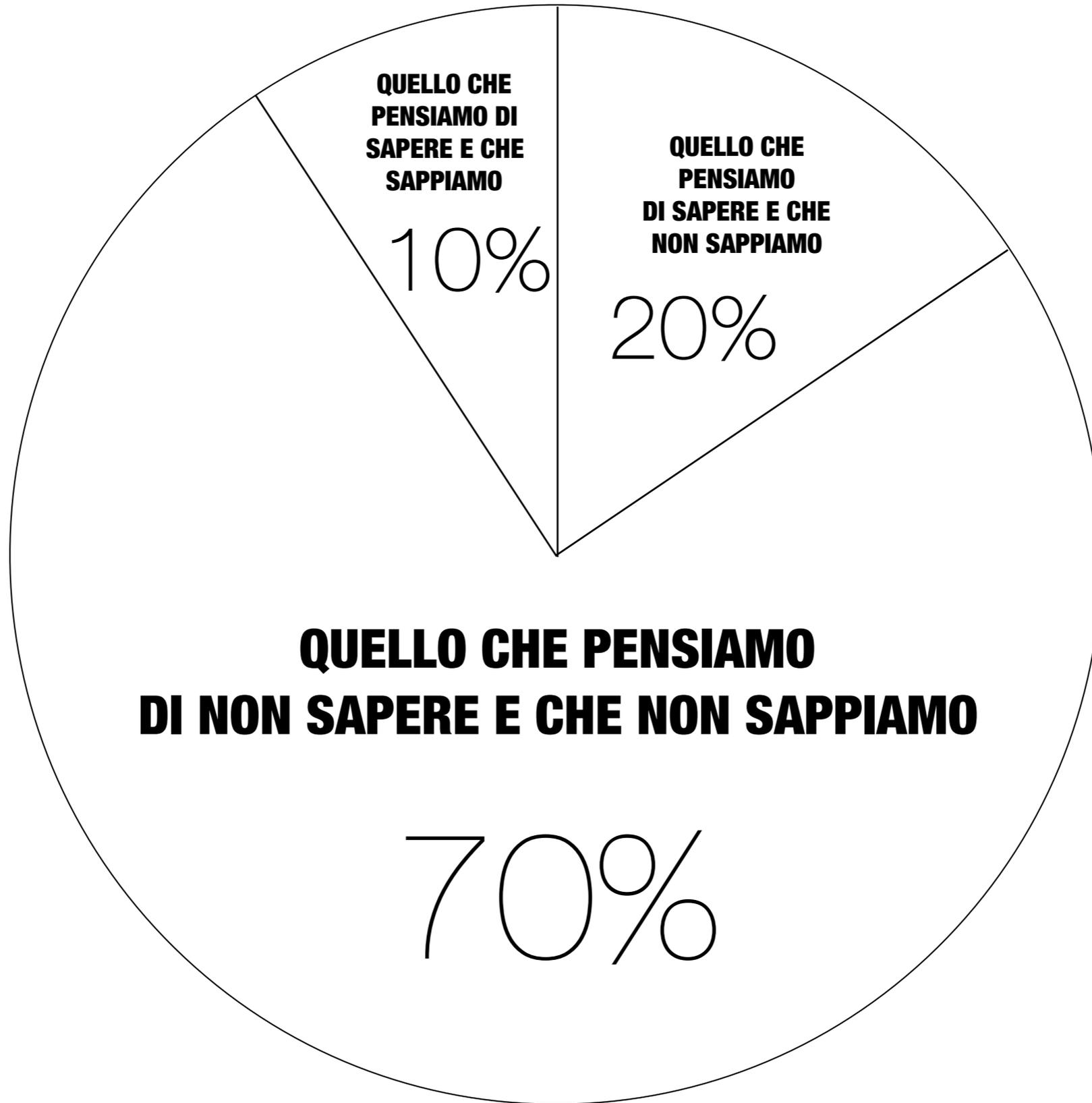
CONFRONTO

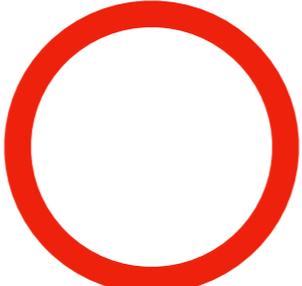


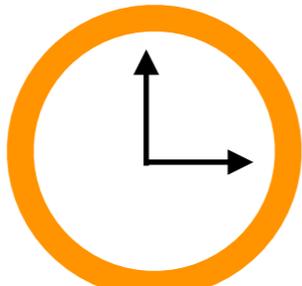
CONDIVISIONE

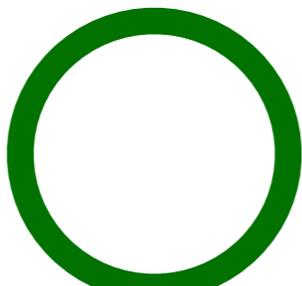


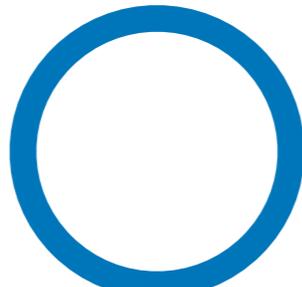
**THANKS TO
CURTIS KULIG
artist in NYC**

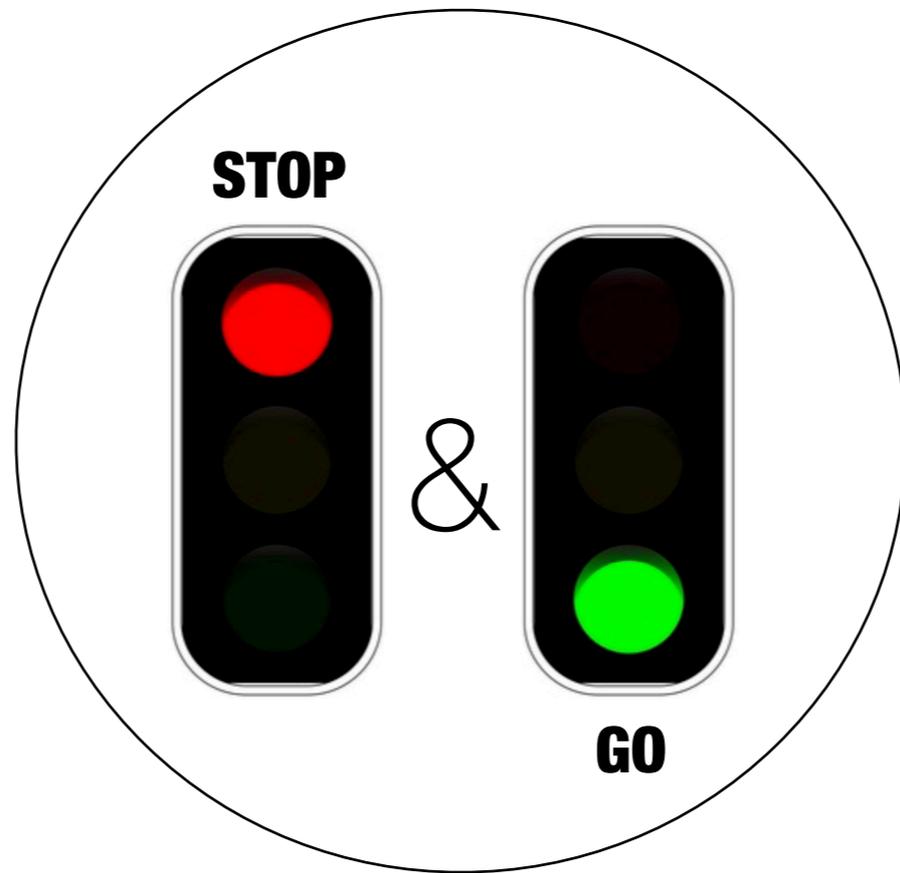


L'INF  **BESITA'**

IL TEMP  **PER PENSARE**

L'EC  **LOGIA DELLA MENTE**

L'IGN  **RANZA**

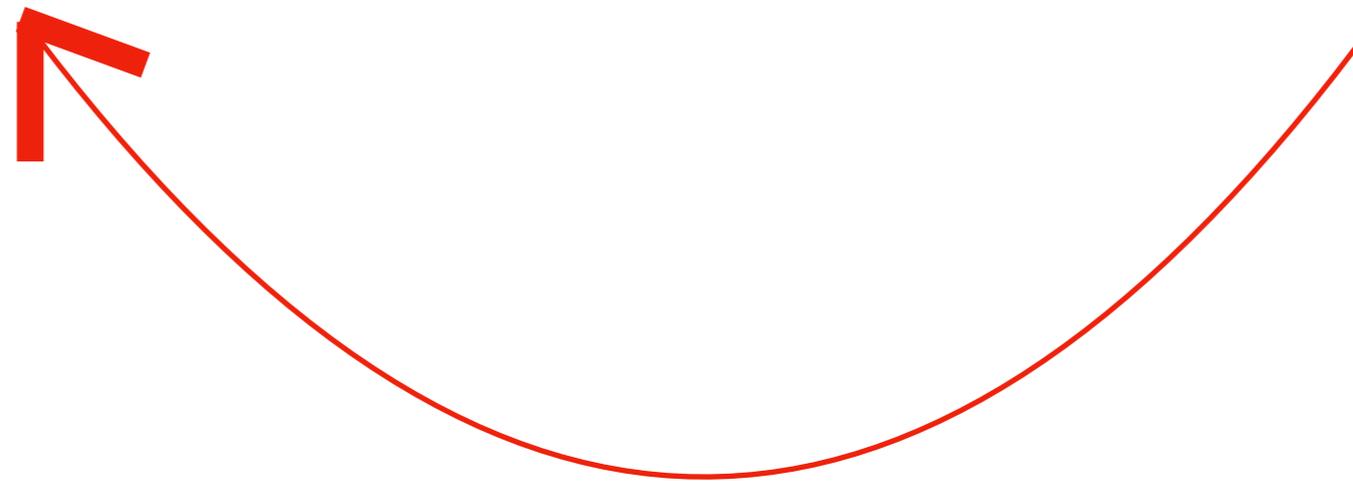
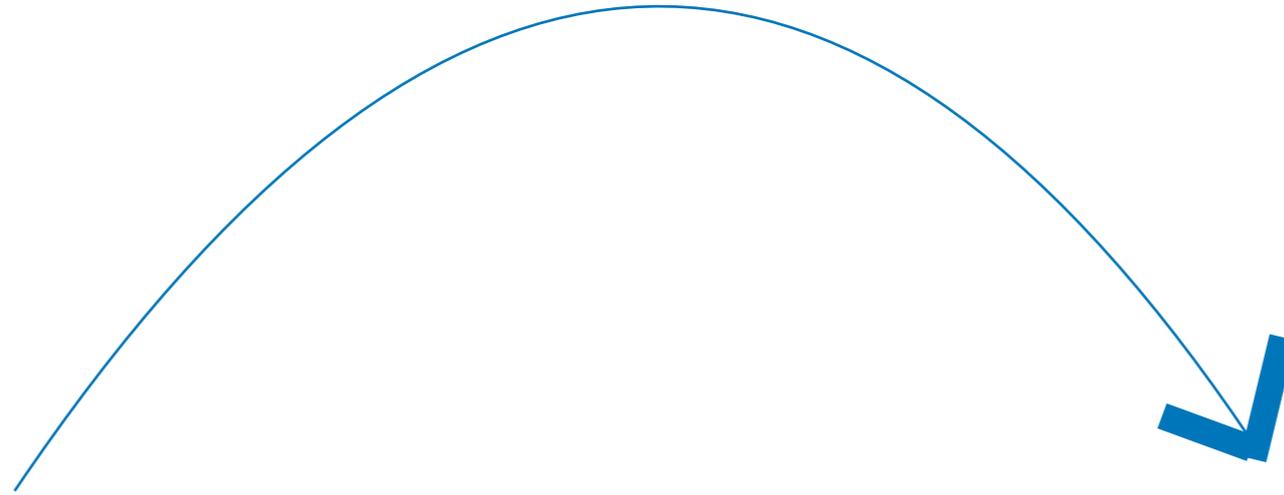




THE CIRCLE OF LIFE

BEGINNING

END



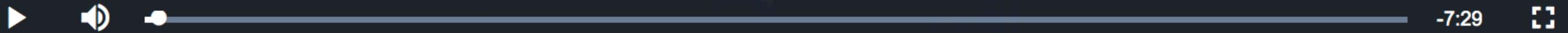
Rewind to the **70s**,
when mainframes ruled,
the Rolling Stones rocked,
a second space craft flew into the moon with
less computing power than your laptop . . .

...and **5** engineers in a distant corner
of Germany jumped from Big Blue and
started re-writing the **future.**



SAP AT 40

CELEBRATING 40 YEARS OF INNOVATION



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since 1972

Sly & The Family Stone

Rory Gallagher

Blondie

Gentle Giant

Robert Wyatt

The Clash

Jethro Tull

Bob Dylan

The Who

The Allman Brothers Band

Black Sabbath

Bee Gees

Rush

Nick Drake

Soft Machine

Television

Pink Floyd

Bee Gees

Genesis

Dire Straits

Jorge Ben

AC/DC

David Bowie

Brian Eno

Neil Young

Ramones

Chicago

Lynyrd Skynyrd

Van Morrison

Emerson, Lake & Palmer

Rainbow

Bruce Springsteen

Crosby, Stills, Nash & Young

The **ROLLING STONES** rocked

Santana

Uriah Heep

Patti Smith

Deep Purple

Judas Priest

Roxy Music

Iggy Pop

Mike Oldfield

Joy Division

KISS

Led Zeppelin

Caravan

Stevie Wonder

Van der Graaf Generator

Steely Dan

Billy Joel

Elvis Costello

Grateful Dead

Talking Heads

Funkadelic

Supertramp

Can

Frank Zappa

Gene Clark

Lou Reed

The Stooges

T. Rex

King Crimson

Alice Cooper

UFO

Yes

The Jam

Fleetwood Mac

Kraftwerk

Tom Petty and The Heartbreakers

Mick Jagger

July 26, 1943

age **76** years

Keith Richards

December 18, 1943

age **75** years

Ronnie Wood

June 1, 1947

age **72** years

Charlie Watts

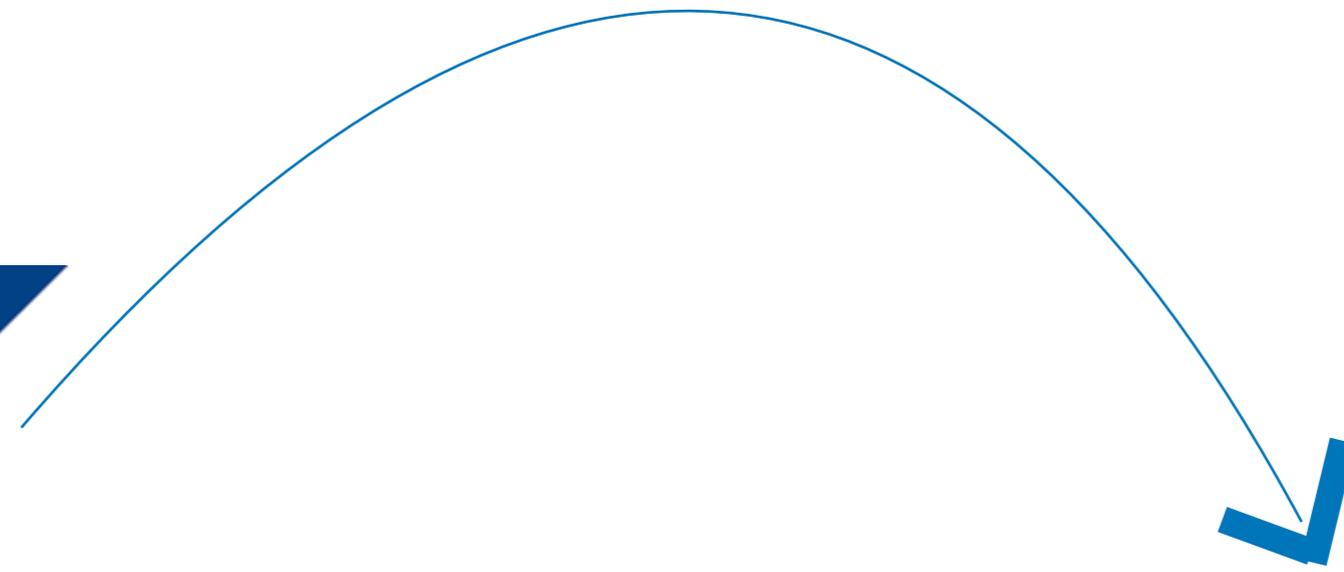
June 2, 1941

age **78** years

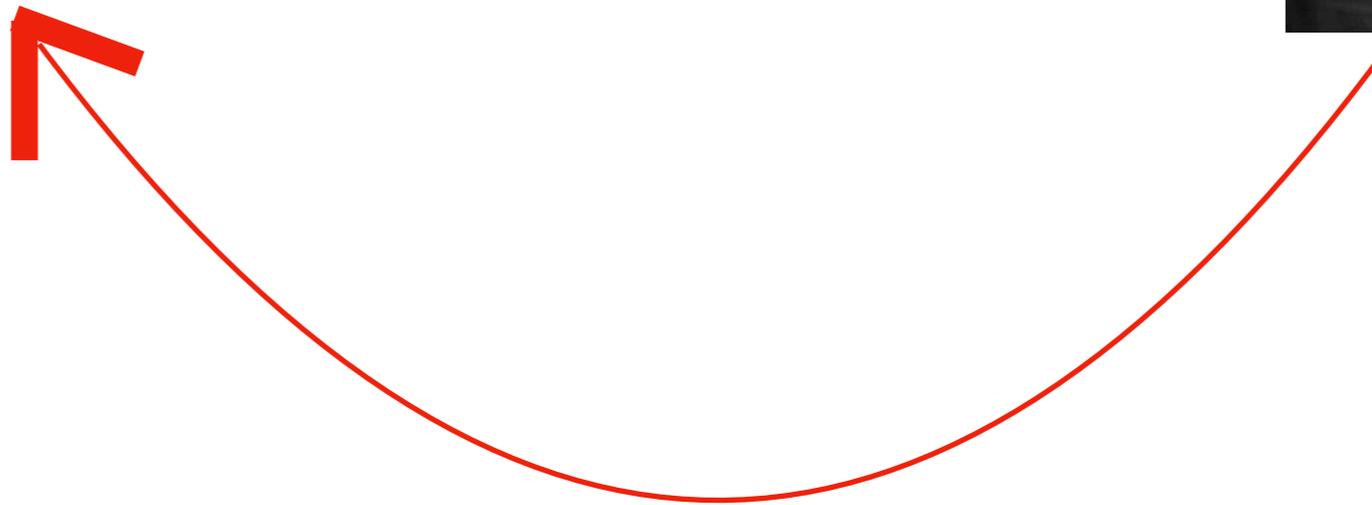


301 years





THE CIRCLE OF LIFE

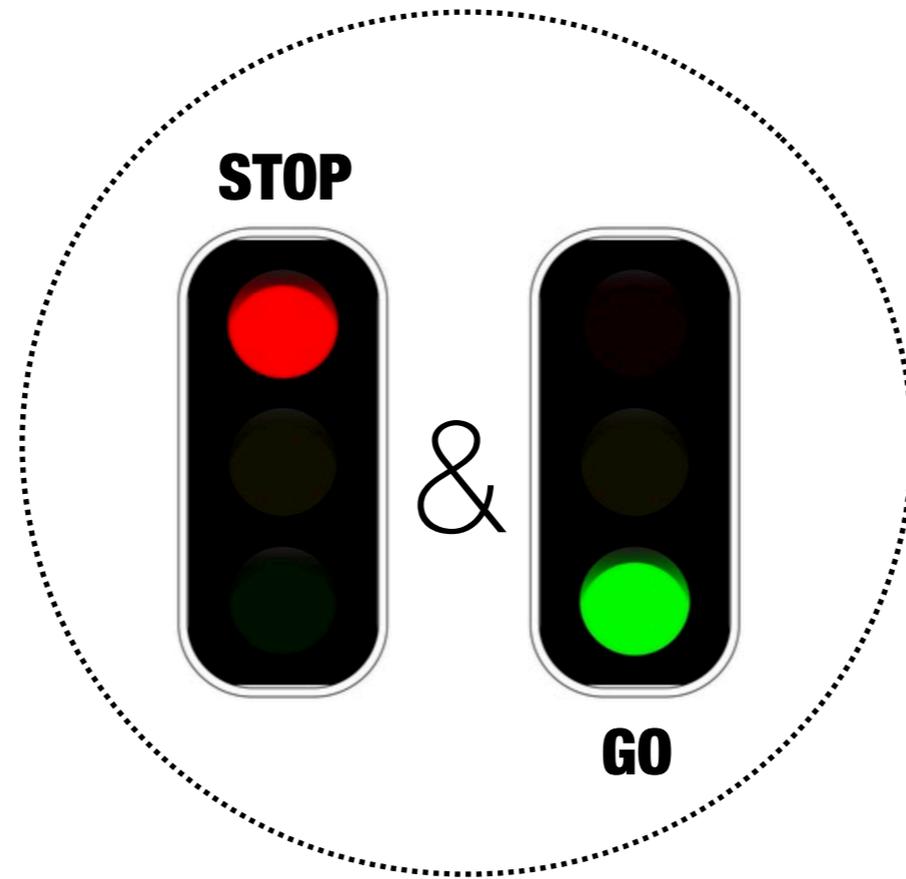


PERCHÈ SONO QUI?

L'IMPORTANZA DI TENERE IL **CLIENTE** AL CENTRO DI TUTTI I PROCESSI

“Come la centralità del cliente possa e debba influire sulla definizione e lo sviluppo dei modelli di business, del presente e del futuro, dei settori coinvolti (Retail e CP)”.

SI



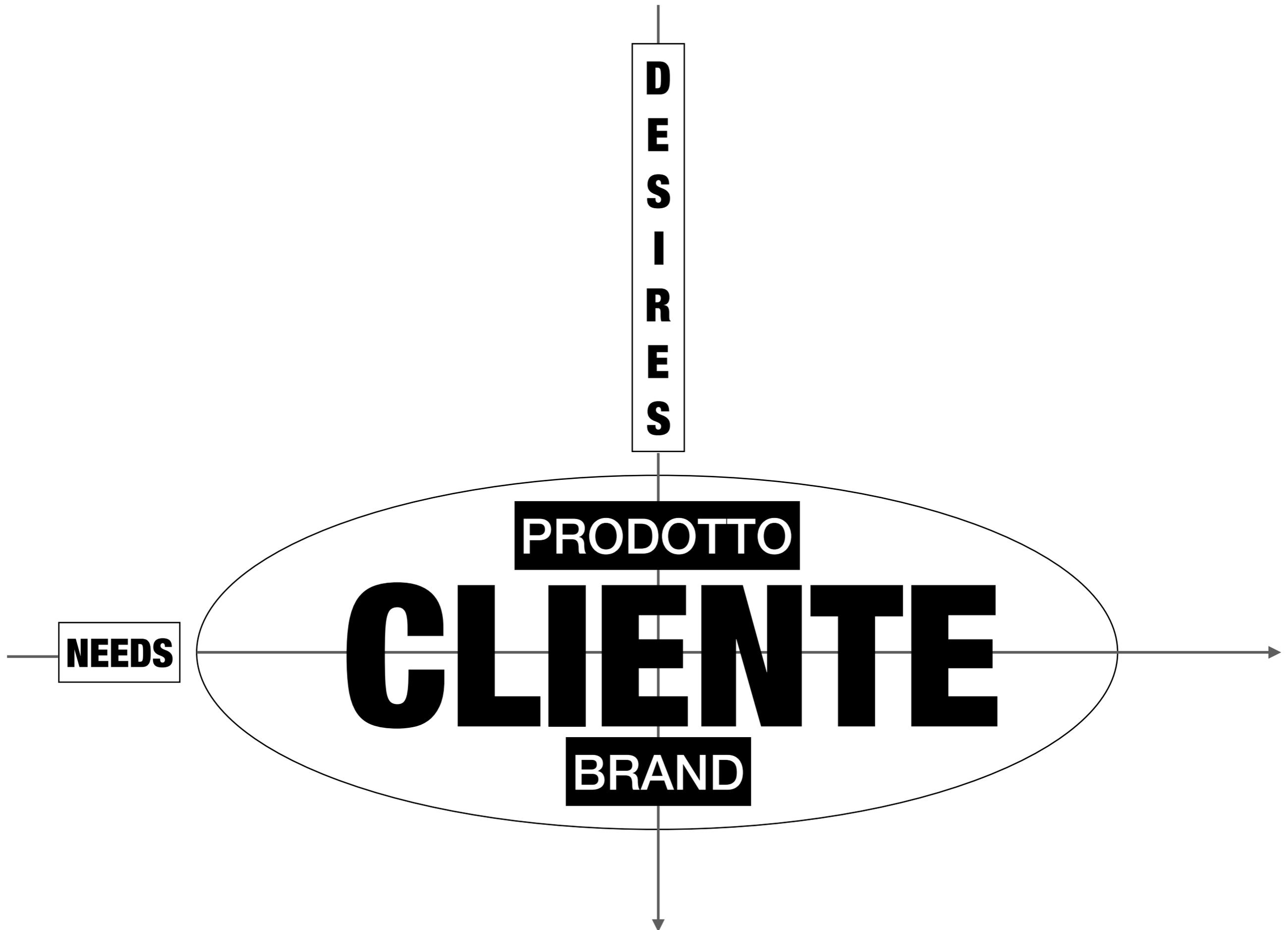


L'IMPORTANZA DI TENERE
IL CLIENTE
AL CENTRO DI TUTTI I PROCESSI



NEEDS—VS—DESIRES





DIGITAL TRANSFORMATION

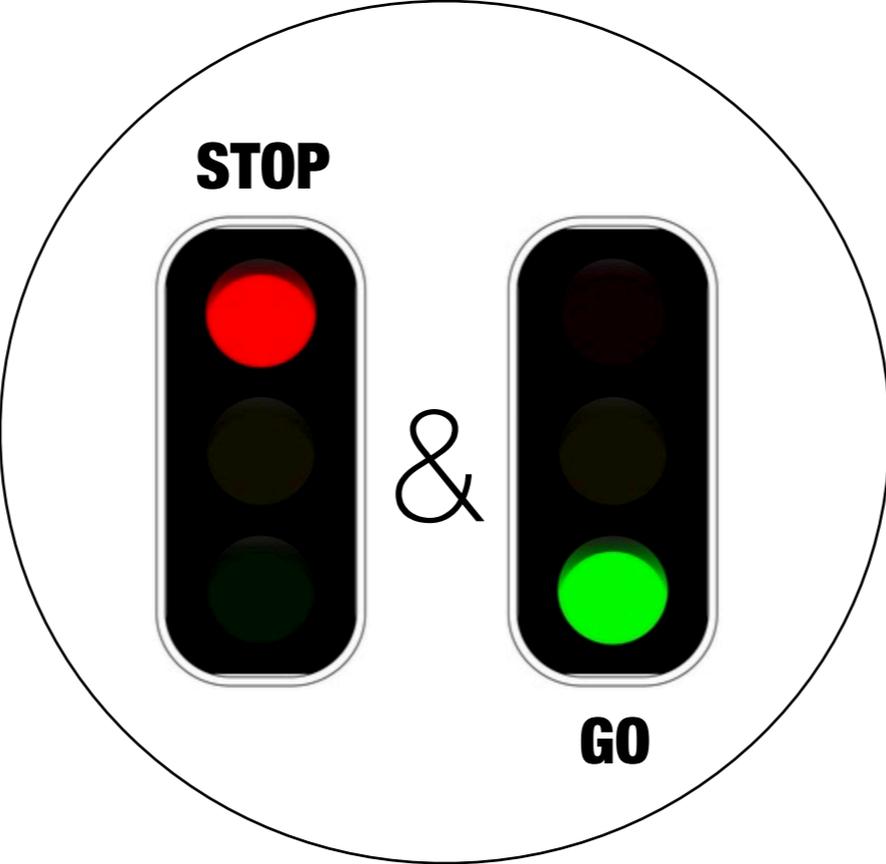


GLOBAL + LOCAL

GLOCAL



MA ALLA FINE SIAMO NOI O SONO LORO CHE CI SCELTONO?





L'IMPORTANZA DI TENERE
IL CLIENTE
AL CENTRO DI TUTTI I PROCESSI

INNOVATION/EVOLUTION

PERSONE

PRODOTTO



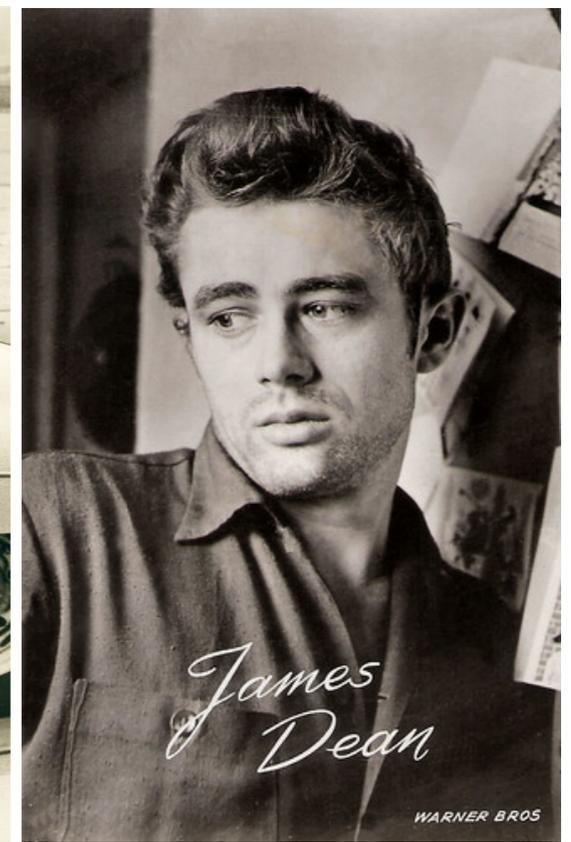
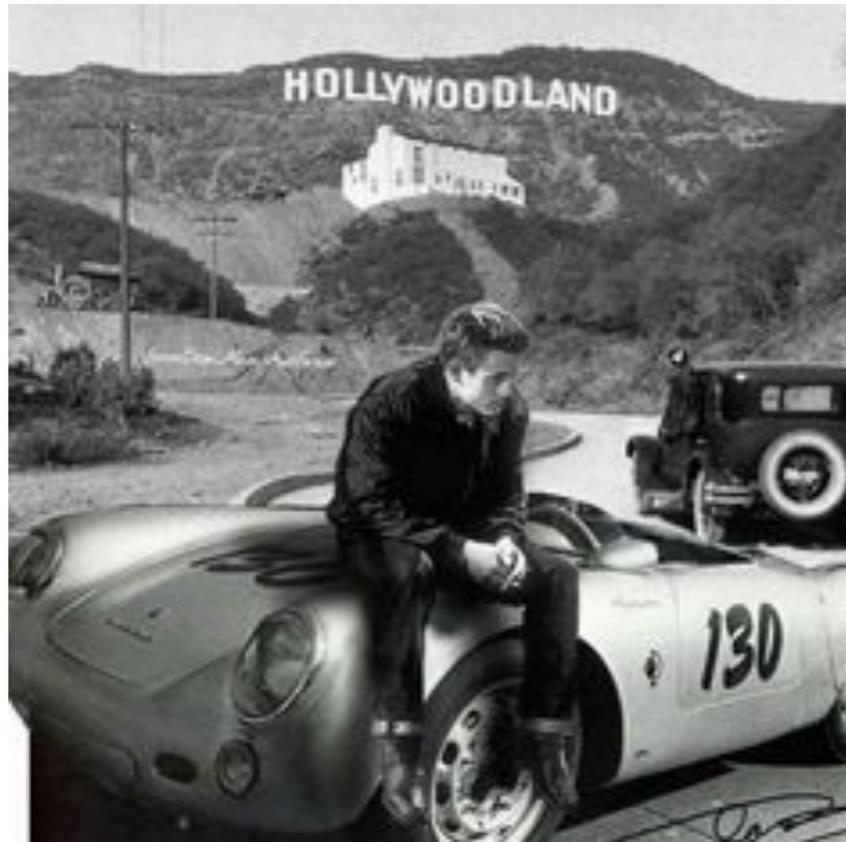
L'ETERNA FORMULA DEL BUSINESS\$



PRODOTTO



INNOVAZIONE/EVOLUZIONE



BRAND



PRODUCT



501
ORIGINALS



PEOPLE

CUSTOMER EXPERIENCE

INNOVATION/EVOLUTION

HUMAN CAPITAL

(THE VALUE OF THE HUMAN CONTRIBUTION)

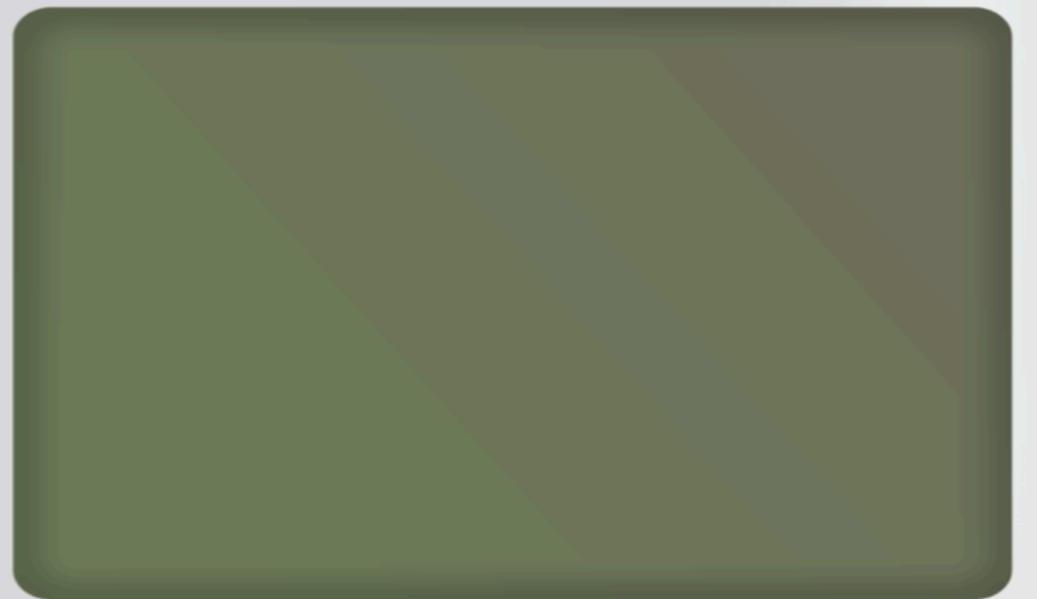
PRODOTTO



E QUI STA LA VERA RIVOLUZIONE

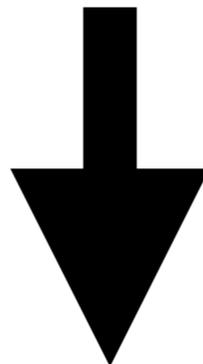
LA CUSTOMER EXPERIENCE





LA NUOVA FORMULA

BUSINESS\$



BRAND

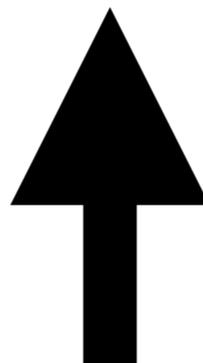
(Marketing&Comunicazione)

PRODOTTO + INNOVATION/EVOLUTION

CLIENT/CUSTOMER EXPERIENCE

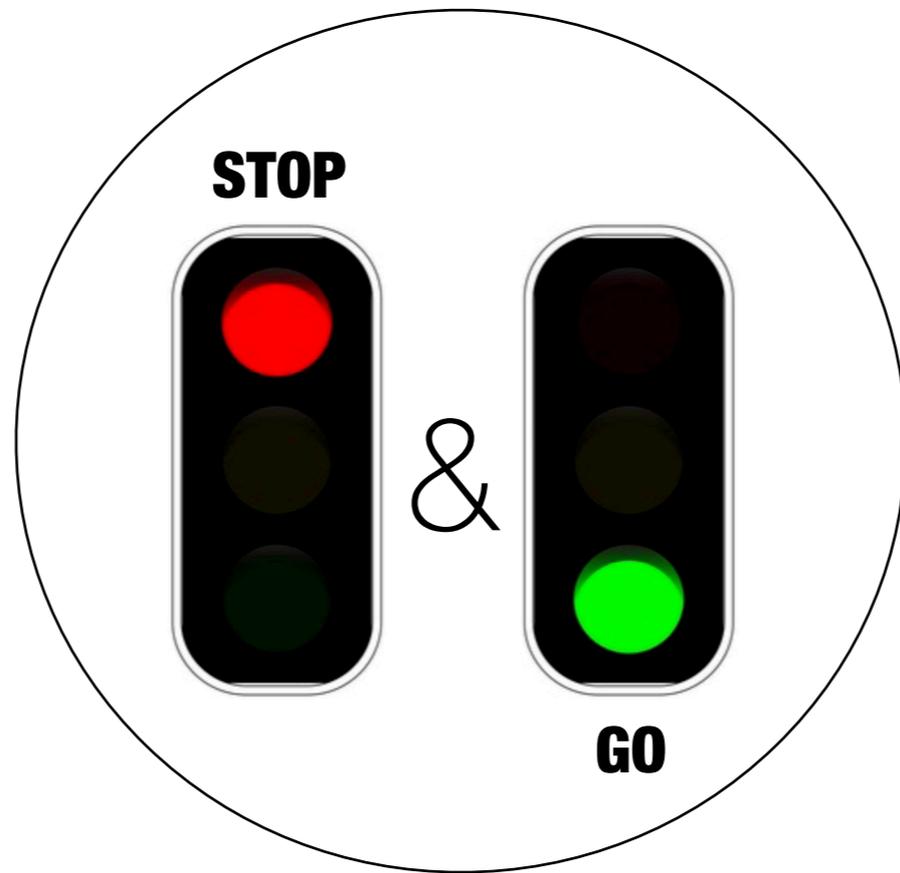
HUMAN CAPITAL

(THE VALUE OF THE HUMAN CONTRIBUTION)



BUSINESS\$

LA NUOVA FORMULA



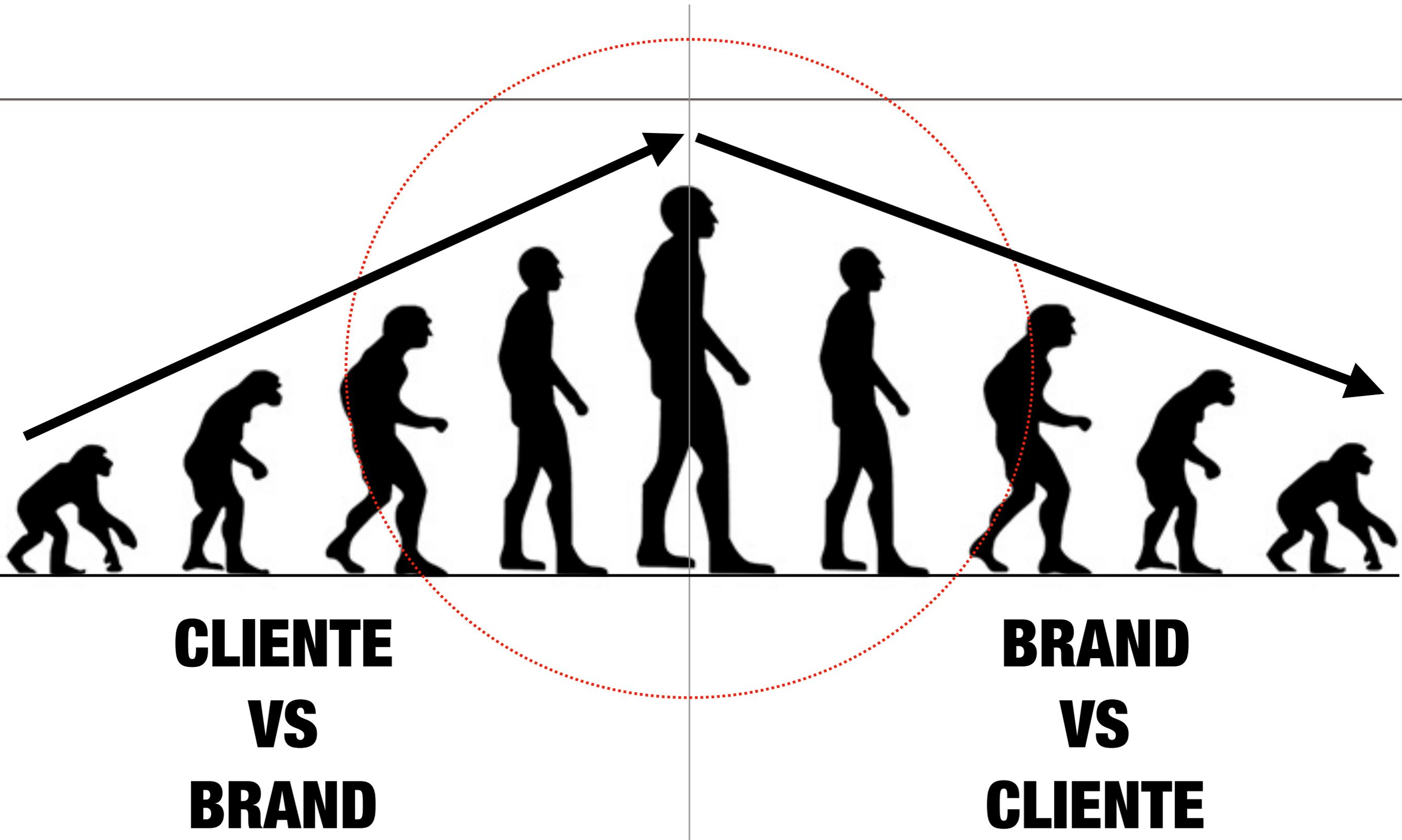


L'IMPORTANZA DI TENERE
IL CLIENTE
AL CENTRO DI TUTTI I PROCESSI



DIGITAL REVOLUTION **TRANSFORMATION**

AREA OF DIGITAL REVOLUTION/EVOLUTION



**CLIENTE
VS
BRAND**

**BRAND
VS
CLIENTE**

V
E
R
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HORIZONTAL

CLIENT

STRATEGY

S
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G
Y

Nuovo record nei conti del colosso del lusso Kering, con l'Italia nel motore.

Spinto da una positiva performance di Gucci, il gruppo ha chiuso il 2017 con **vendite superiori a 15 miliardi di euro e un utile netto che è più che raddoppiato a 1,7 miliardi di euro.**

Il margine operativo **(EBIT) è salito a sua volta del 56,3% a 2,948 miliardi di euro.**

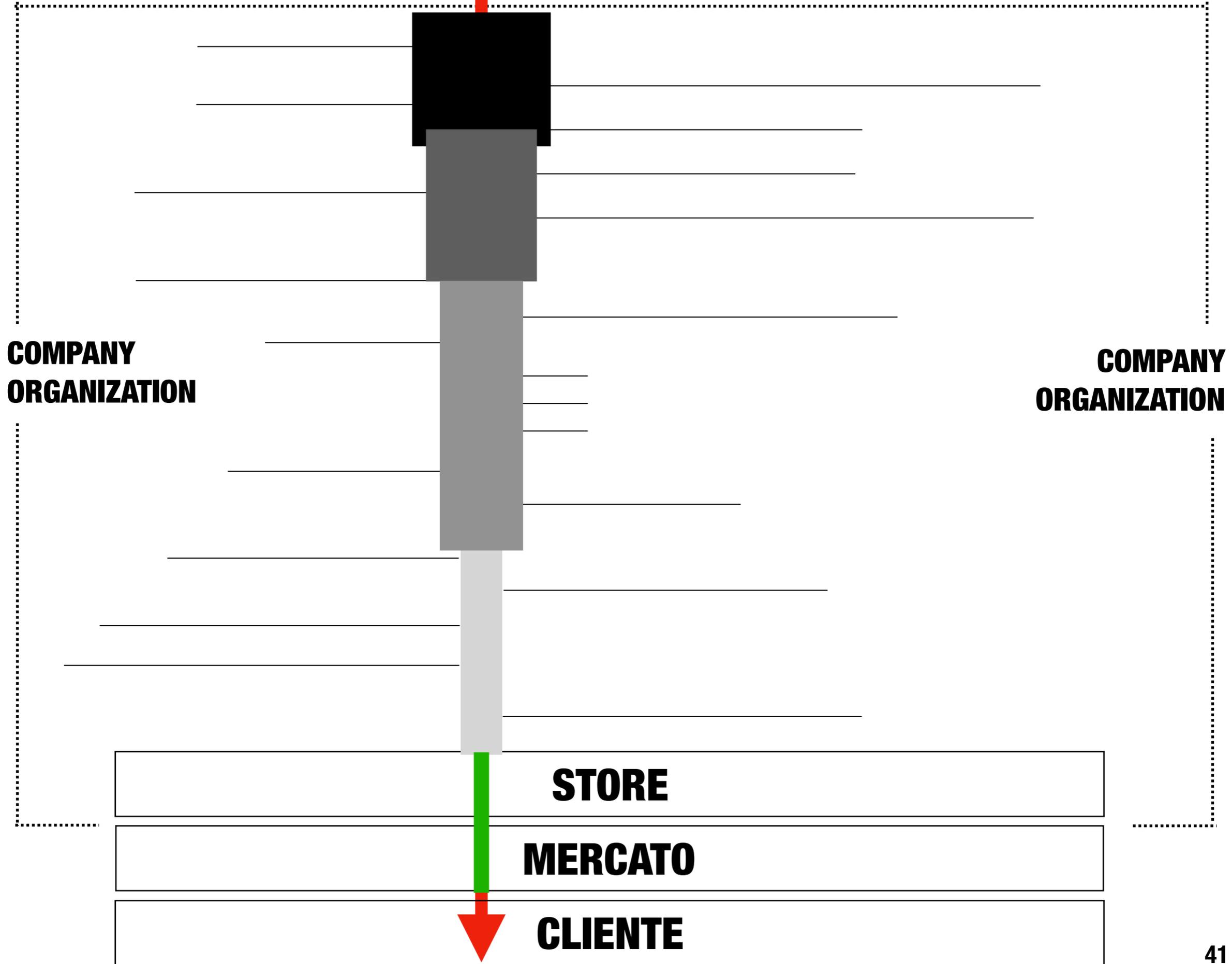
Il dividendo proposto è di 6 euro, cifra che segna un **incremento del 30% su base annua.**



WOOSTER ST.-SOHO/NYC

BRAND

VERTICAL STRATEGY



VERTICAL STRATEGY

COMPANY ORGANIZATION

COMPANY ORGANIZATION

Marco BIZZARRI

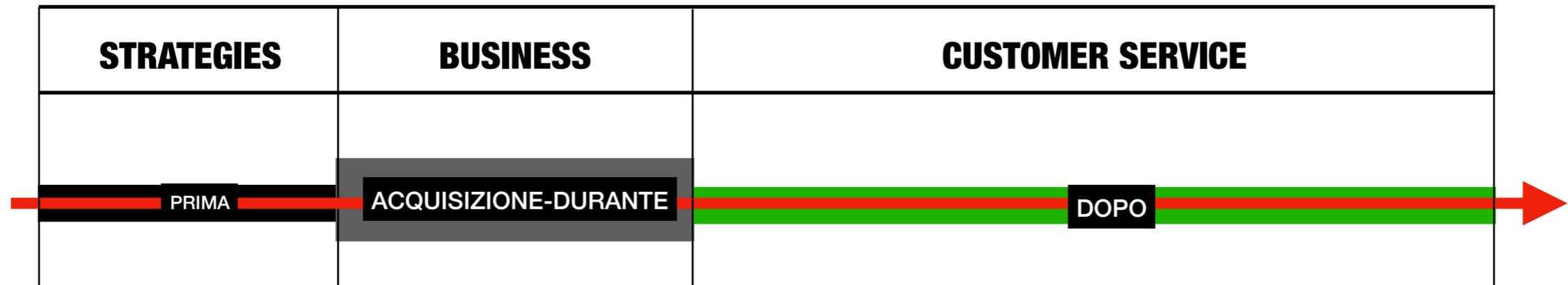
Alessandro MICHELE

STORE

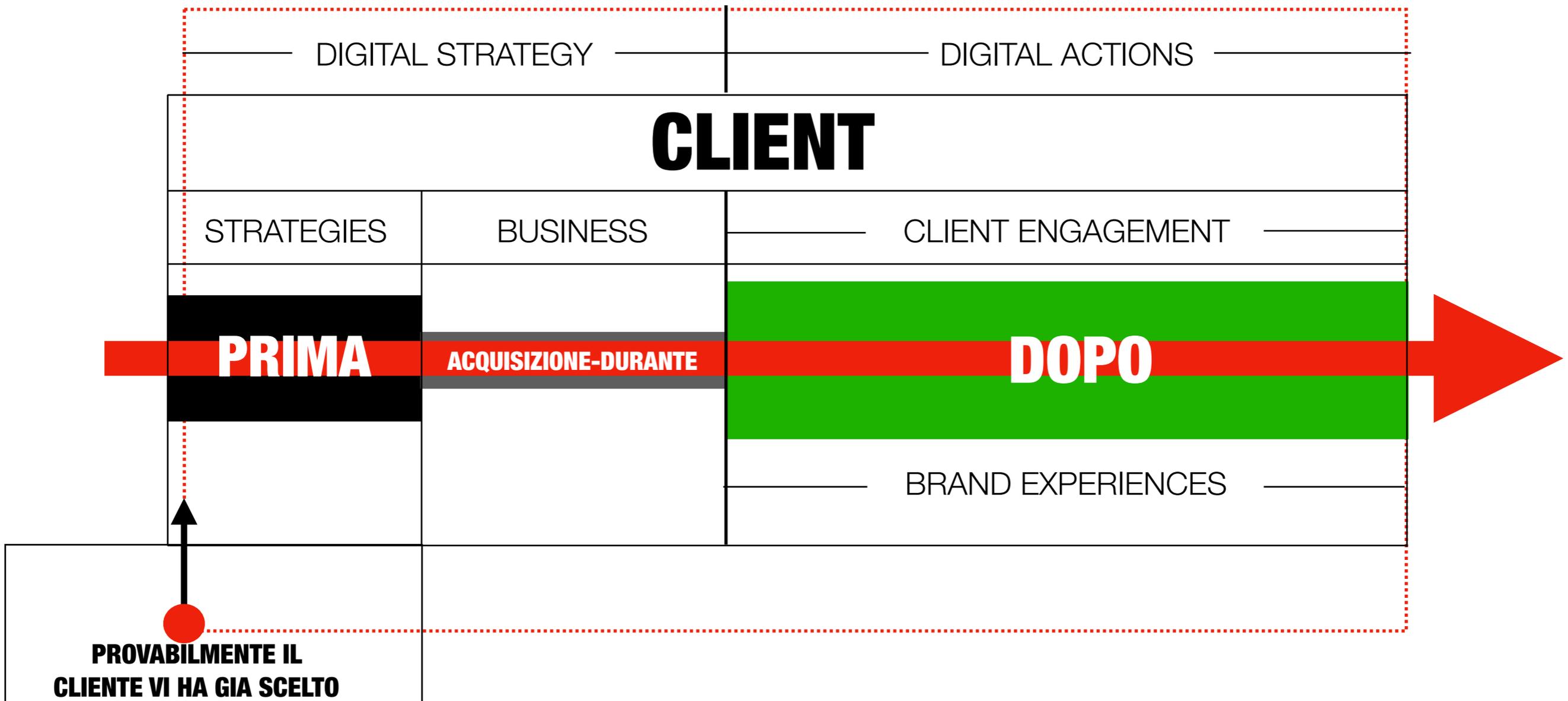
MERCATO

CLIENTE

PREVIOUS HORIZONTAL STRATEGY



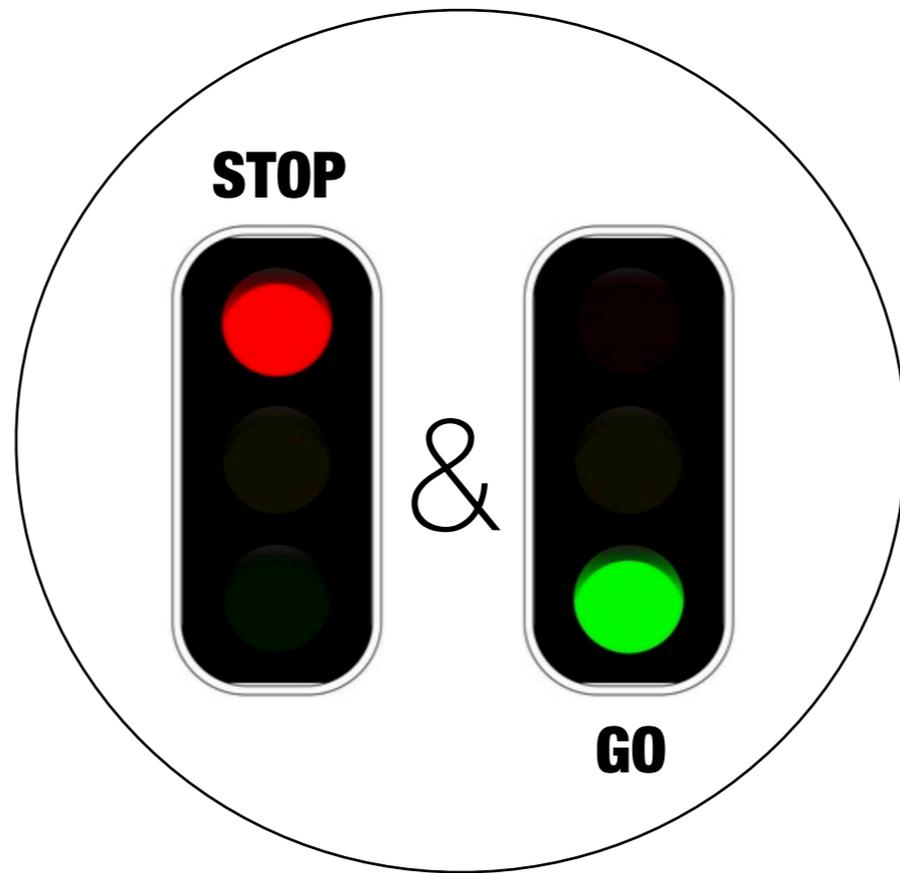
HORIZONTAL STRATEGY





DOLCE & GABBANA







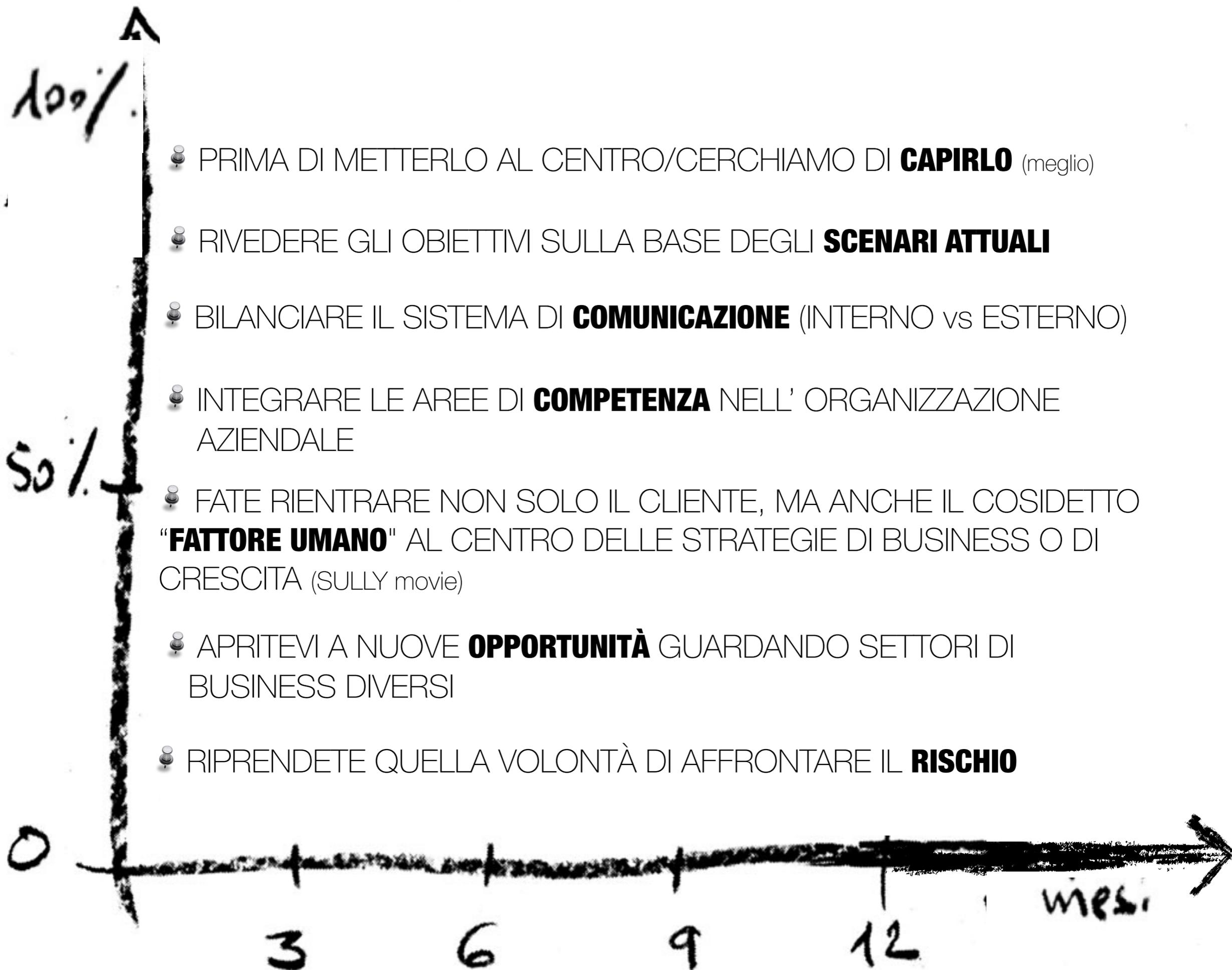
**LE “STRATEGIE”
CONOSCIUTE MA
NON APPLICATE**

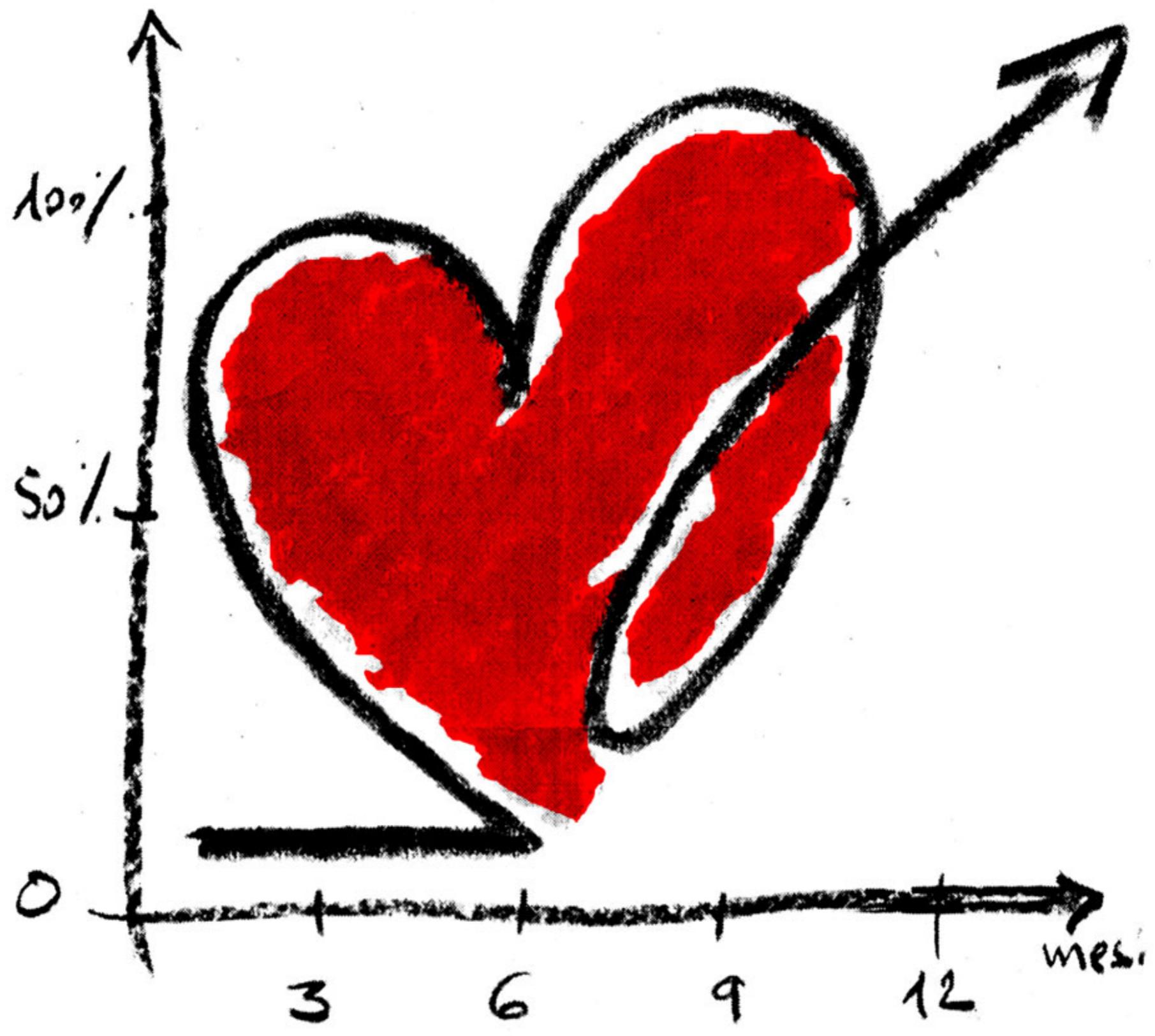
L'IMPORTANZA DI TENERE IL

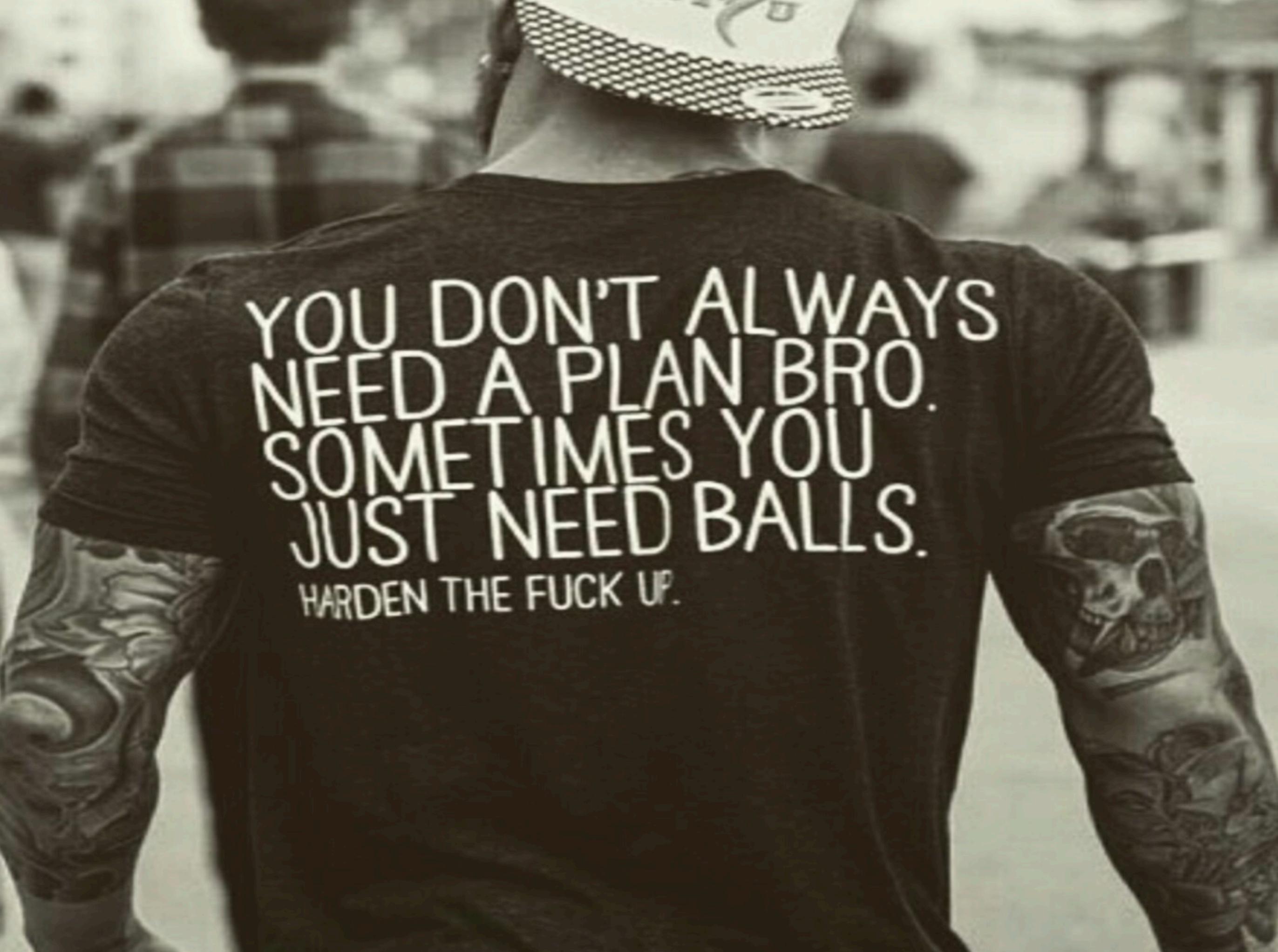


CLIENTE

AL CENTRO DI TUTTI I PROCESSI





A black and white photograph of a person from behind, wearing a black t-shirt with a motivational quote and a skull tattoo on their right arm. The person is also wearing a patterned visor. The background is blurred, suggesting an outdoor setting like a beach or boardwalk.

YOU DON'T ALWAYS
NEED A PLAN BRO.
SOMETIMES YOU
JUST NEED BALLS.
HARDEN THE FUCK UP.

Praxie
SAP®



VOLUNTEERS





THE BEST RUN

