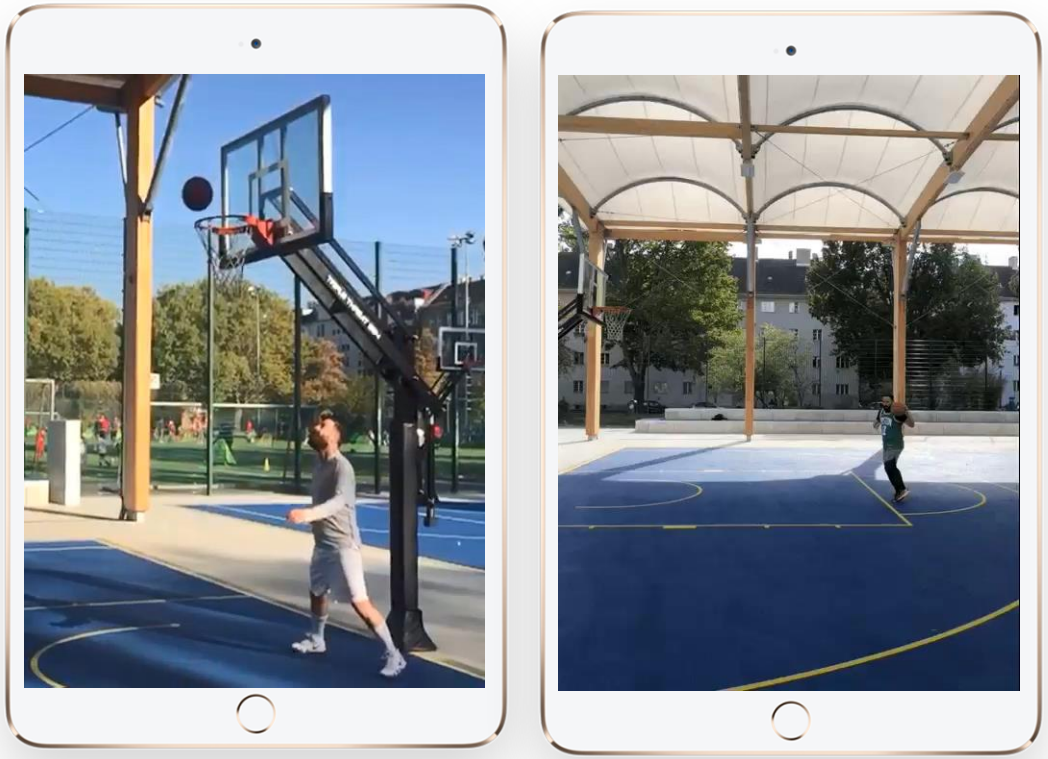
Is this exciting for you?

i love
this game!

THIS DOESN´T MAKE ME A BETTER PLAYER



BUT SURELY TURNED ME INTO A FAN & EMBASSADOR

Empowered customers are demanding more

Quantitative

Structured

Objective

Behavior

O DATA

- Quantitative
- Structured
- Objective
- Behavior

“WHAT”

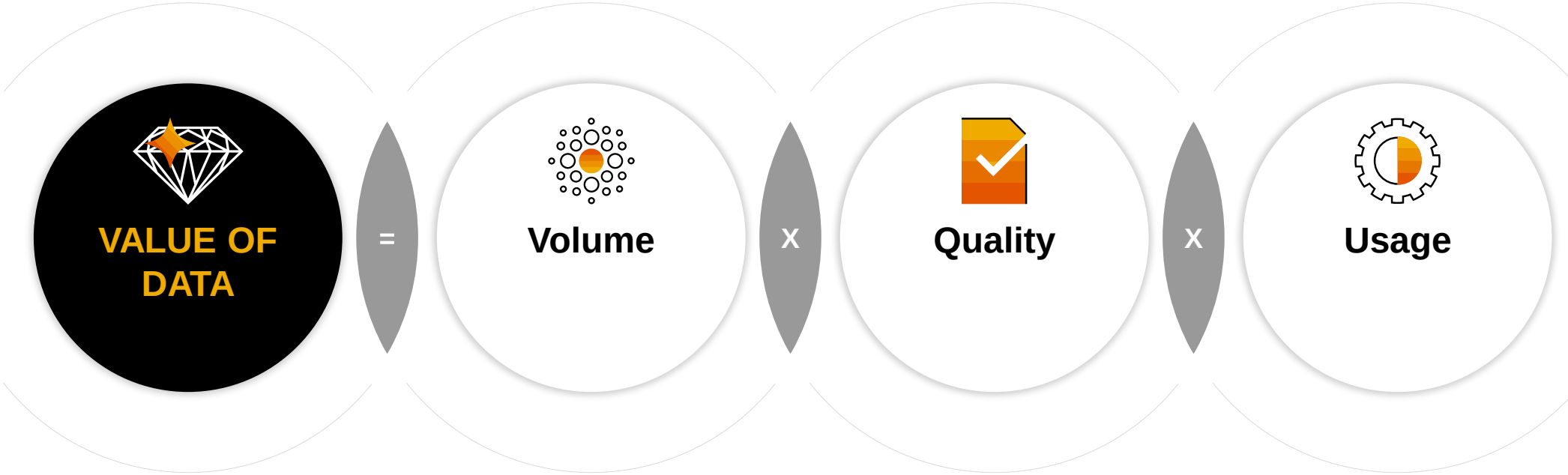
“WHY”

- Qualitative
- Unstructured
- Subjective
- Attitudes

X DATA

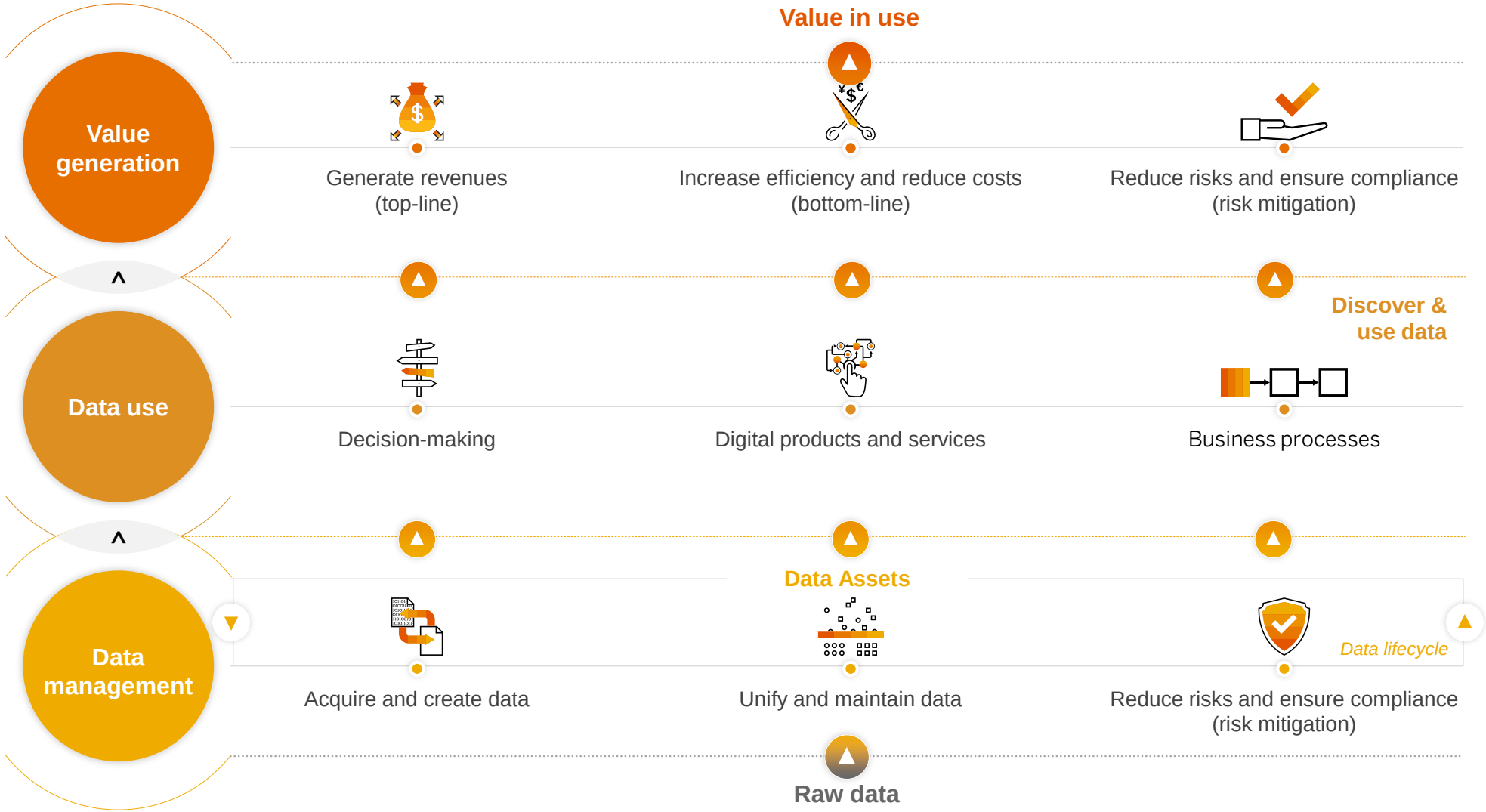
The way value is created and measured is changing

VALUE CREATION FROM DATA



The Data Value Chain

Value added from data takes place in several steps



CDQ Corporate Data Quality Competence Center

Universität St.Gallen

UNIL | Université de Lausanne

DATA INNOVATION TOUR '19

Source: CDQ Whitepaper "Managing data as an asset supported by AI", 2019

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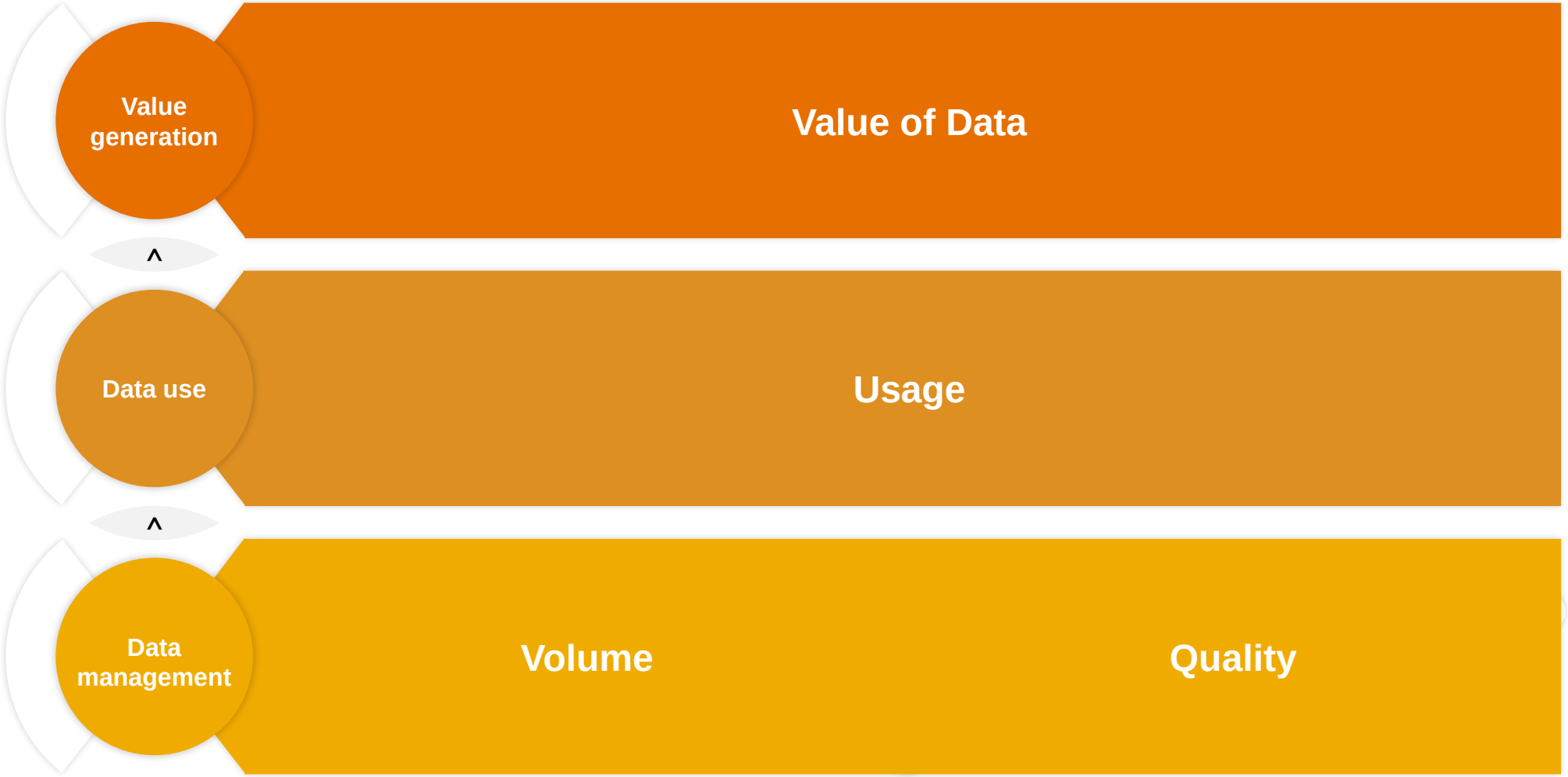
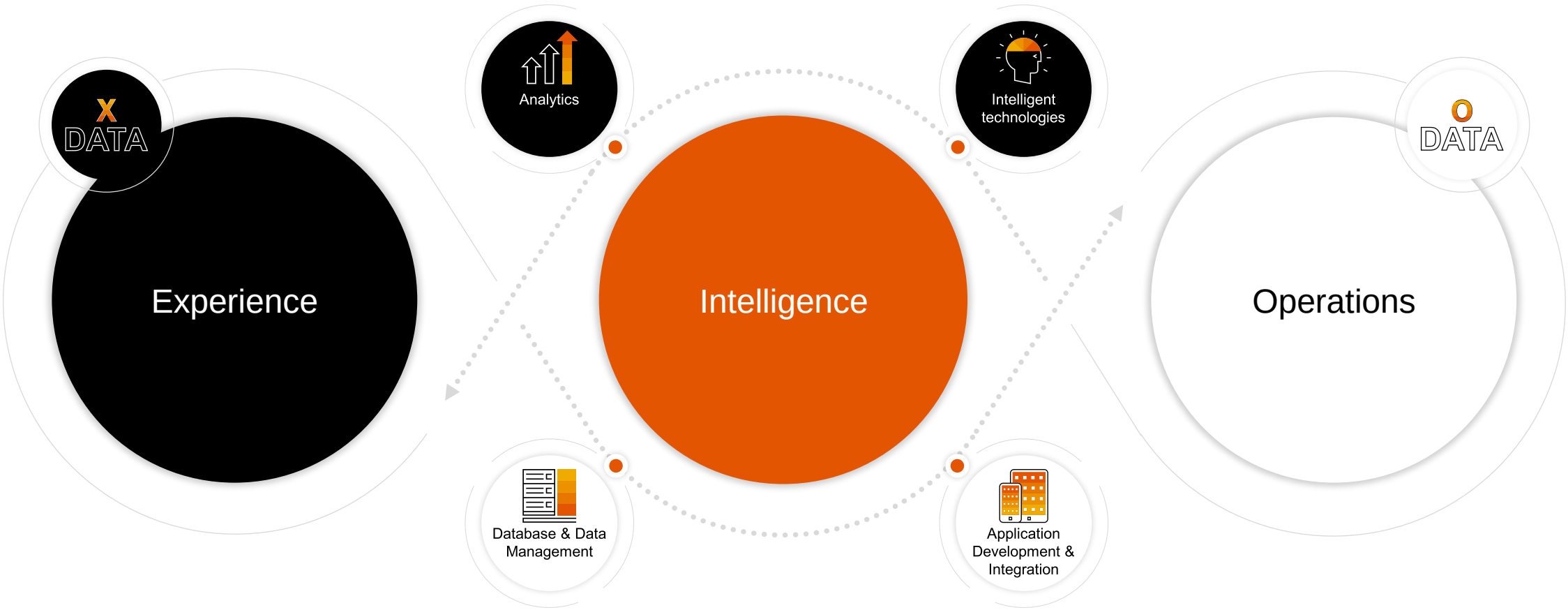
Value added from data takes place in several steps

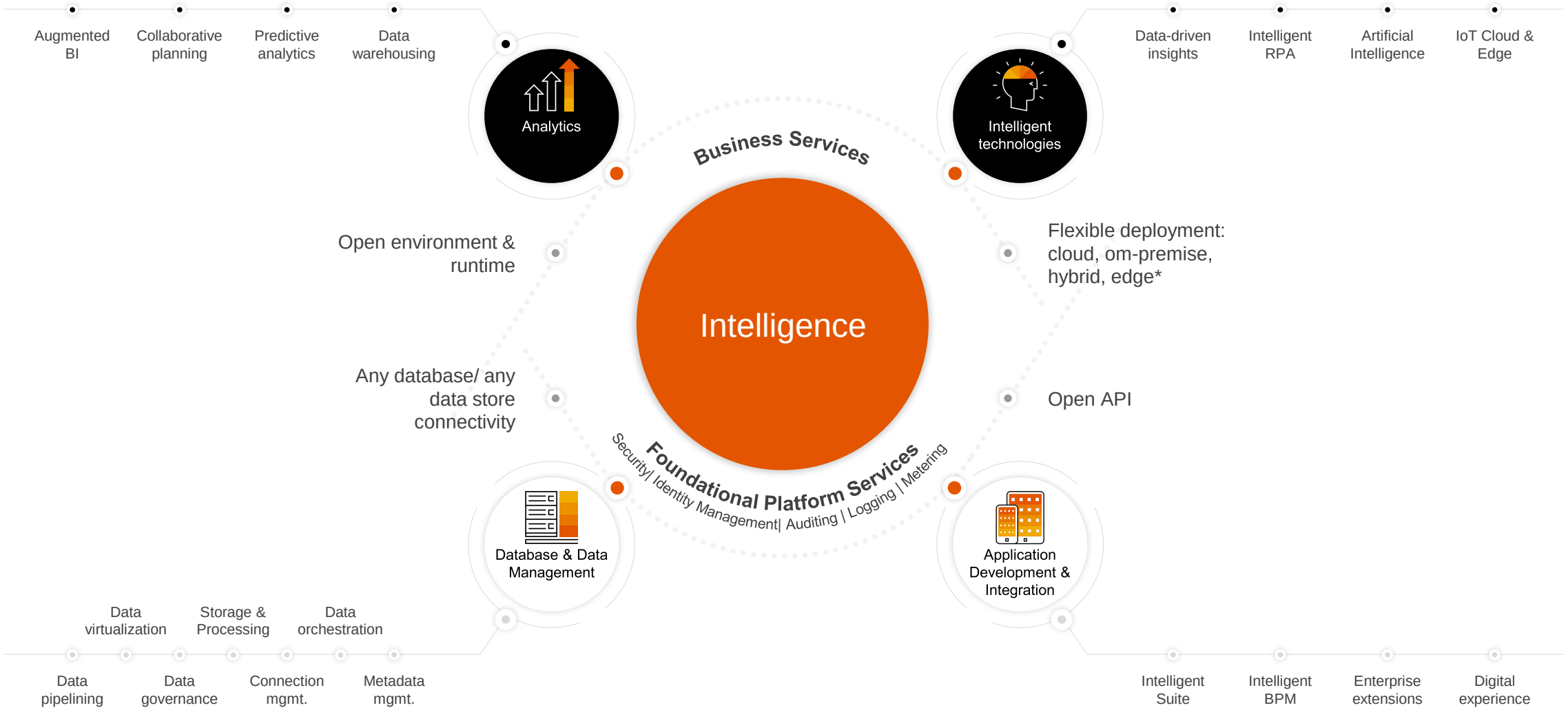


Source: CDQ Whitepaper "Managing data as an asset supported by AI", 2019

Intelligent Enterprise



Business Technology Platform



Hajj Overview

2.4 MILLION PILGRIMS

186 COUNTRIES

5 DAYS

HIGH CRITICALITY

- Mina (Tent City) – 3 days
- Fixed schedule / route for pilgrims
- Defined path to follow
- Specific timeslots
- Extremely small geographical area
- Previous history of stampedes.

KEY REQUIREMENTS (ARTICULATED BY CUSTOMER):

- Platform to measure movement of Pilgrims (IoT)
- Platform to Analyze / Predict Congestion
- Complex Event Stream Processing
- CRM / Portal Capabilities

CHALLENGES

- Schedules not followed
- No way of measuring real-time density
- No way of predicting dangerous situations

Our Smart Hajj Vision

PORTAL

PROCESS ORCHESTRATION / ESB / CEP

HAJJ BACK OFFICE

- Financials
- CRM
- Assets

ECOSYSTEM

- Staff
- Procurement
- Contractors

SAP CLOUD PLATFORM / SAP Analytics Cloud

- Smart Traffic
- Crowd Mgmt.
- ENTERPRISE ANALYTICS Hajj Digital Boardroom

Single place for realtime Hajj analytics

HAJJ REVENUE PLATFORM

- Omni-channel
- Recommend
- Segmentation
- Campaigns

BRACELETS

VEHICLE TELEMATICS ORBCOMM

VIDEO ANALYTICS

ENVIRONMENTAL SENSOR

GIS Solution esri

INFRASTRUCTURE & IoT

Intelligent Crowd Management - Ministry of Hajj & Umra

BIG DATA REAL TIME

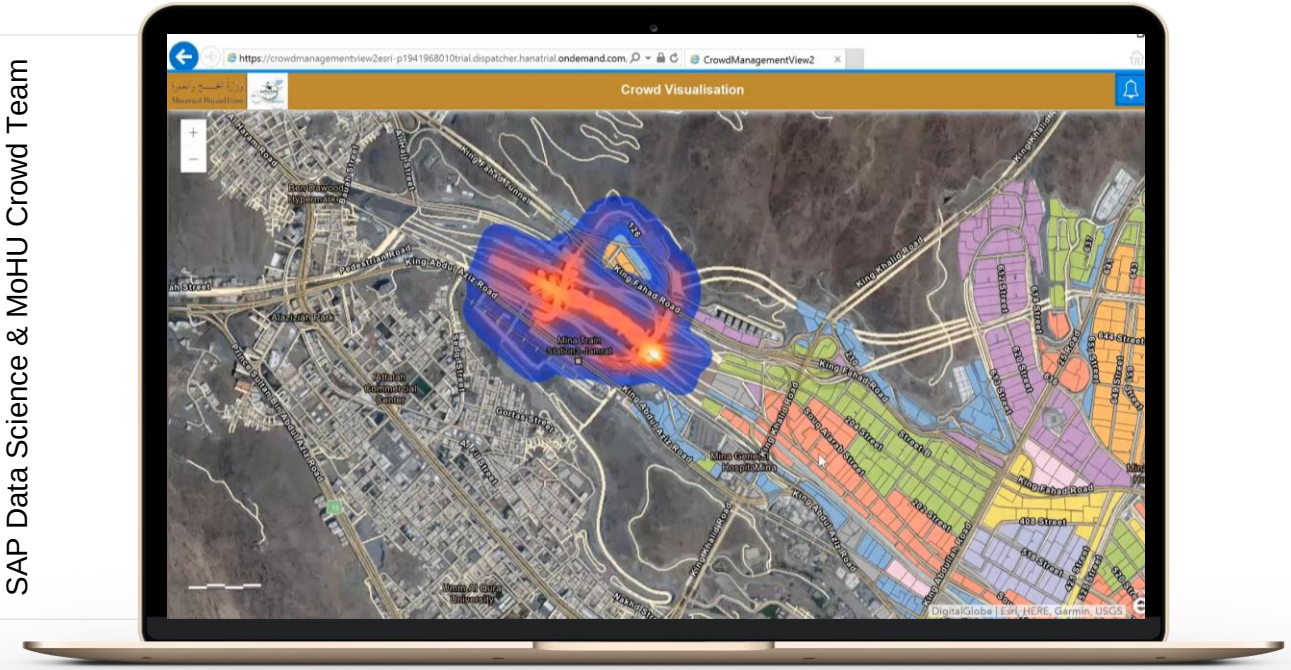
SAP DATA SCIENCE TEAM

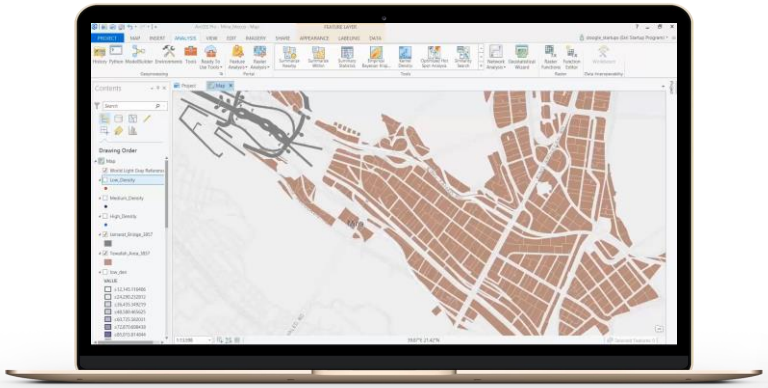
EMBEDDED PREDICTIVE

CAPABILITIES DATA SCIENCE

EMBEDDED GEOSPATIAL

CROWD MANAGEMENT POC
SAP Data Science & MoHU Crowd Team



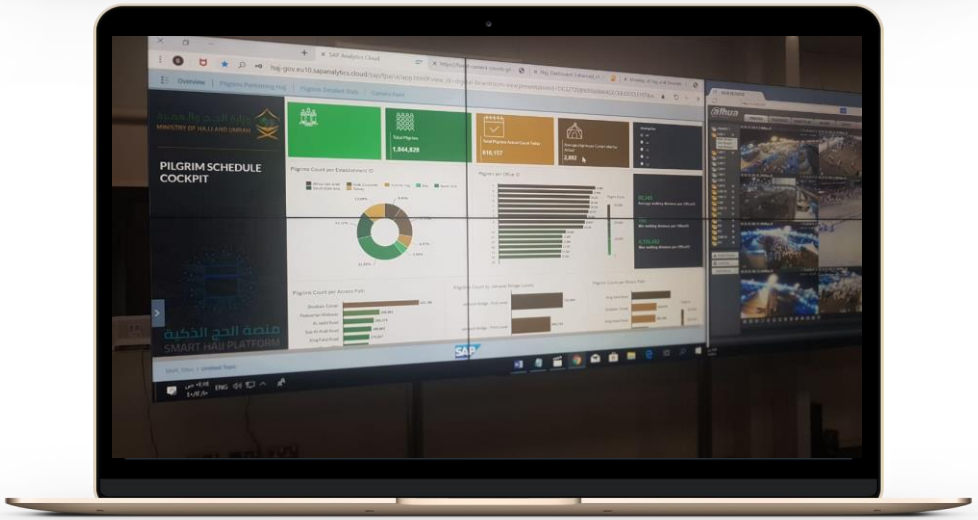


NETWORK PATH OPTIMISATION POC
SAP & ESRI

SMART TRAFFIC
SAP NANJING

DIGITAL BOARDROOM
SAP Analytics CoE & MoHU Crowd Team

August 11th Live from the Control Center @ Ministry of Hajj & Umra



TRANSFORMATION AND PURPOSE FOR PORTUGAL

DATA DRIVEN VALUE GENERATION

UNIQUE CUSTOMER EXPERIENCE

PURPOSE BASED INNOVATION

DATA INNOVATION TOUR '19
Powered by Platform & Technologies COE EMEA South

DATA DRIVEN EXPERIENCE

SAP`s Strategy for Platform & Technologies

ANDRE BORCHERT
Vice President, Platform & Technologies SAP EMEA South,
Head of Center of Excellence & Regional PreSales

Feedback

Valorizamos a sua opinião.

Avalie esta sessão.

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