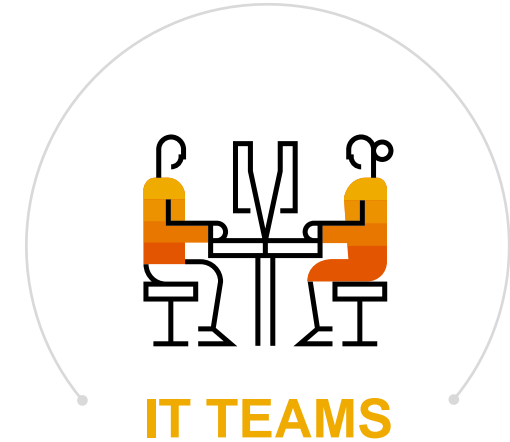# The Digital Era Brings New Opportunities and Challenges

BUSINESS

wants to act quickly with **connected, intelligent data**
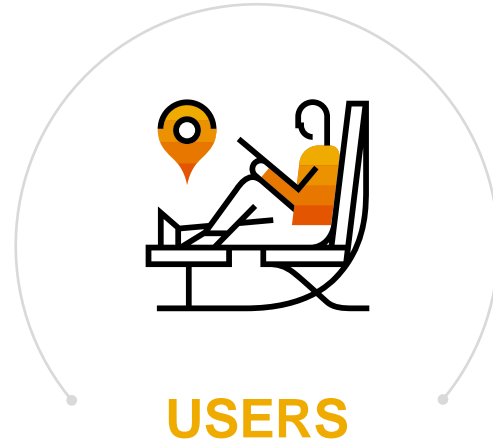
USERS

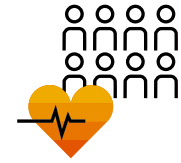need easy to use, **relevant applications**

IT TEAMS

want to **ensure stability**, while **innovating for agility**

Redefine the customer experience

Deliver a step change in productivity

Transform workforce engagement

Our **Intelligent Enterprise** works as one to automate, anticipate, and invent

MANUFACTURING
& SUPPLY CHAIN

DIGITAL
CORE

PEOPLE
ENGAGEMENT

CUSTOMER
EXPERIENCE

NETWORK & SPEND
MANAGEMENT

INTELLIGENT
SUITE

INTELLIGENT
TECHNOLOGIES

AI/ML | IoT | Analytics

DIGITAL
PLATFORM

DATA
MANAGEMENT

CLOUD
PLATFORM

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

SAP
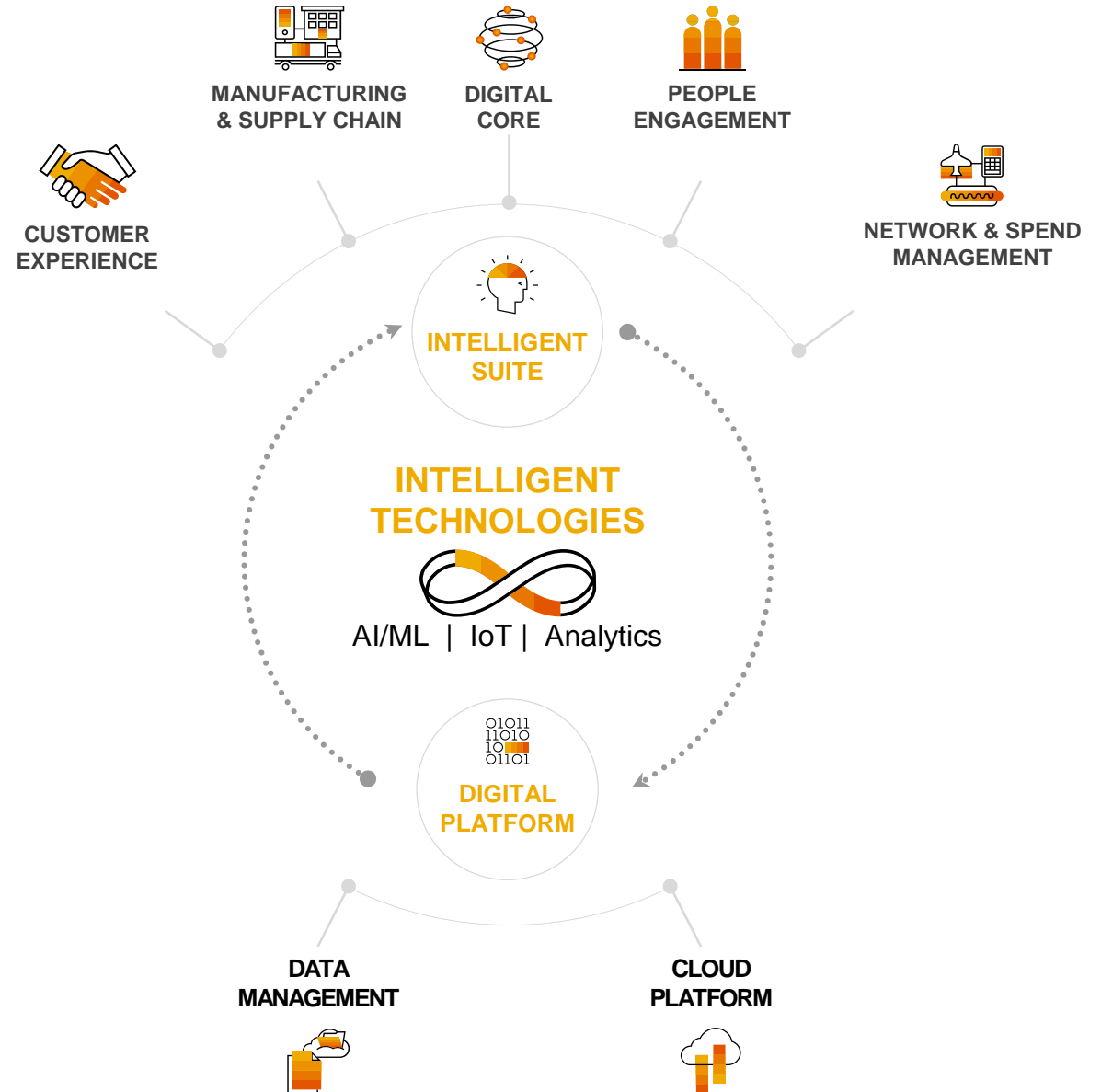
intel

It connects every line of business through an Intelligent Suite of integrated applications

MANUFACTURING
& SUPPLY CHAIN

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EXPERIENCE

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SUITE

INTELLIGENT
TECHNOLOGIES

DIGITAL PLATFORM

DATA MANAGEMENT

CLOUD PLATFORM
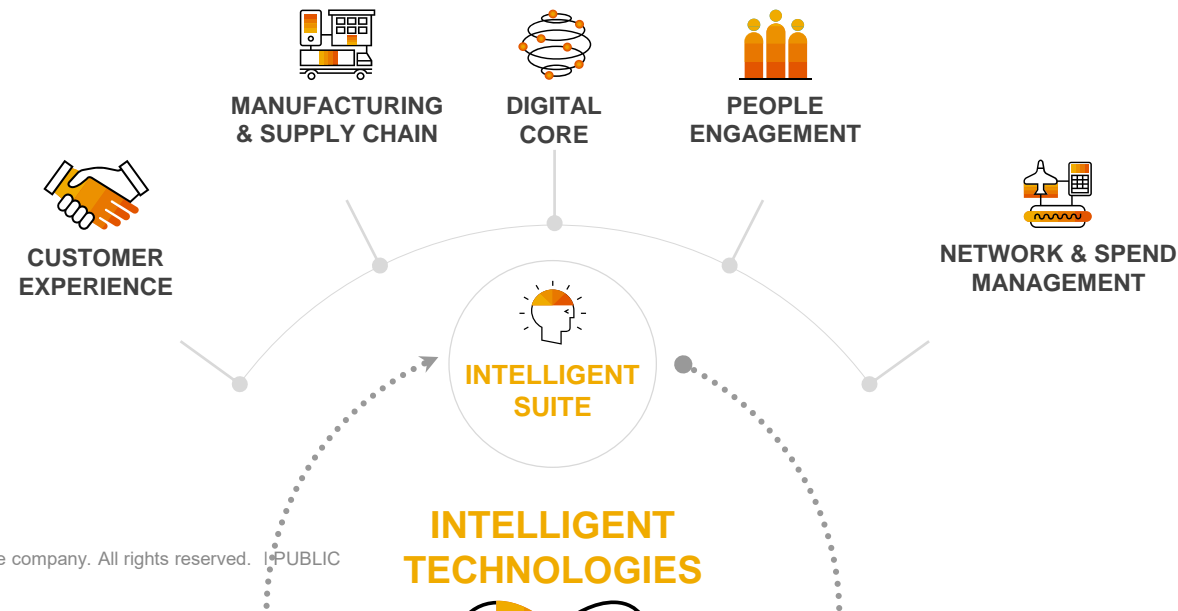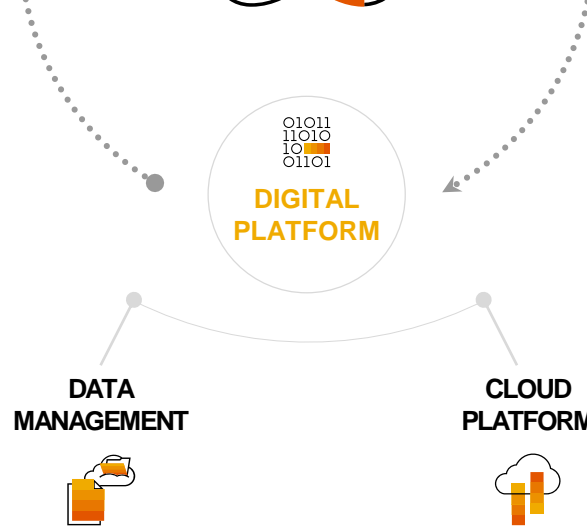
a Digital Platform to orchestrate data and integrate processes

and **Intelligent Technologies** to detect patterns, predict results, augment decisions,
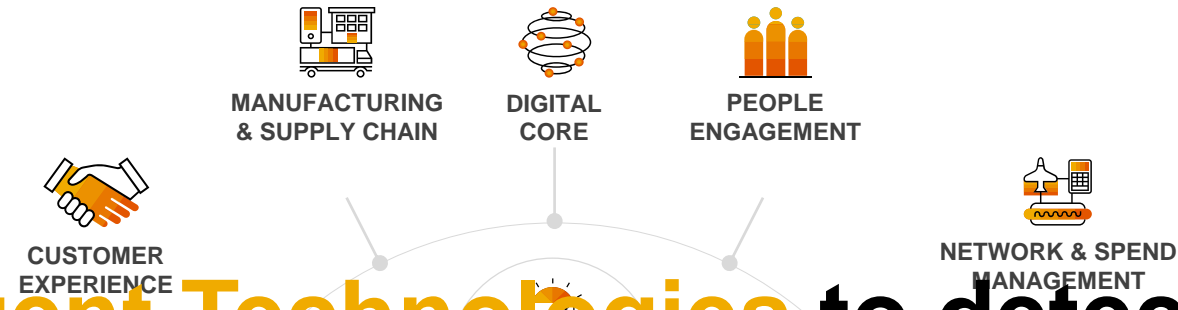
And turn actions into outcomes.

MANUFACTURING & SUPPLY CHAIN

DIGITAL CORE

PEOPLE ENGAGEMENT

CUSTOMER EXPERIENCE

NETWORK & SPEND MANAGEMENT

INTELLIGENT SUITE

INTELLIGENT TECHNOLOGIES

AI/ML | IoT | Analytics

DIGITAL PLATFORM

DATA MANAGEMENT

CLOUD PLATFORM

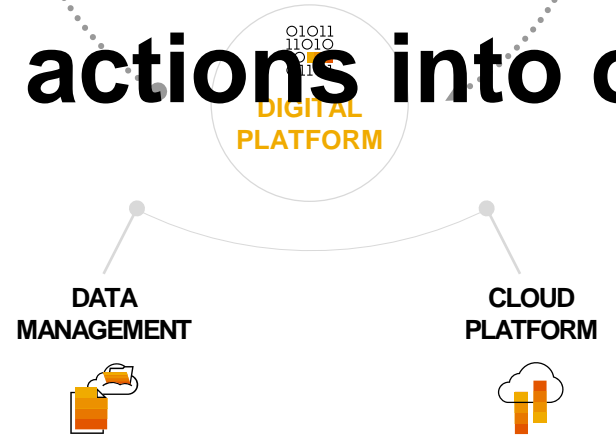It creates a virtuous cycle between insights and processes to deliver the **highest impact** in every industry.

MANUFACTURING & SUPPLY CHAIN

DIGITAL CORE

PEOPLE ENGAGEMENT

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DIGITAL PLATFORM

DATA MANAGEMENT

CLOUD PLATFORM

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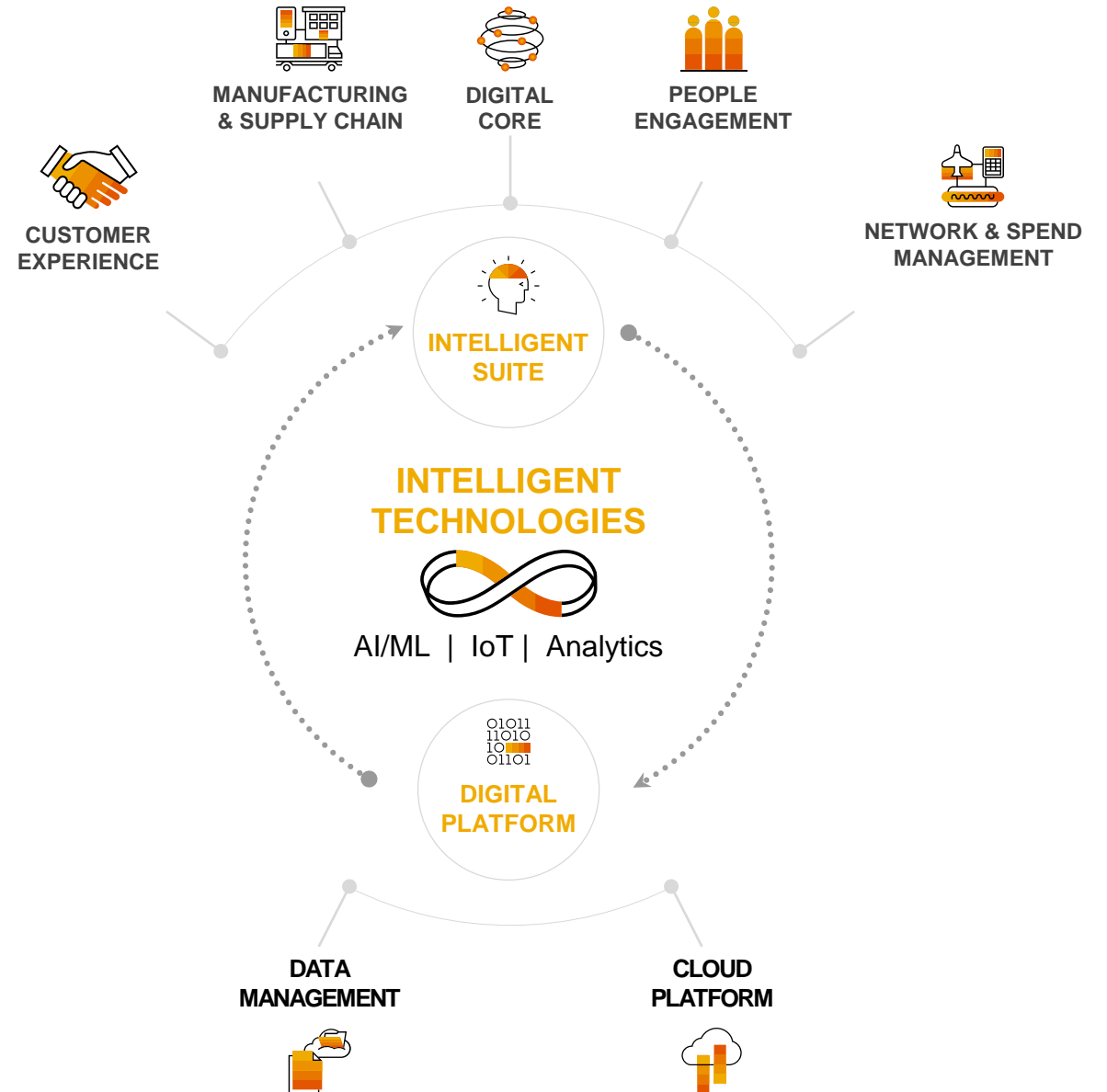
intel

But How Do You Get There? What's Holding You Back?

1 Integration Maze

2 App Customization & Extension Puzzle
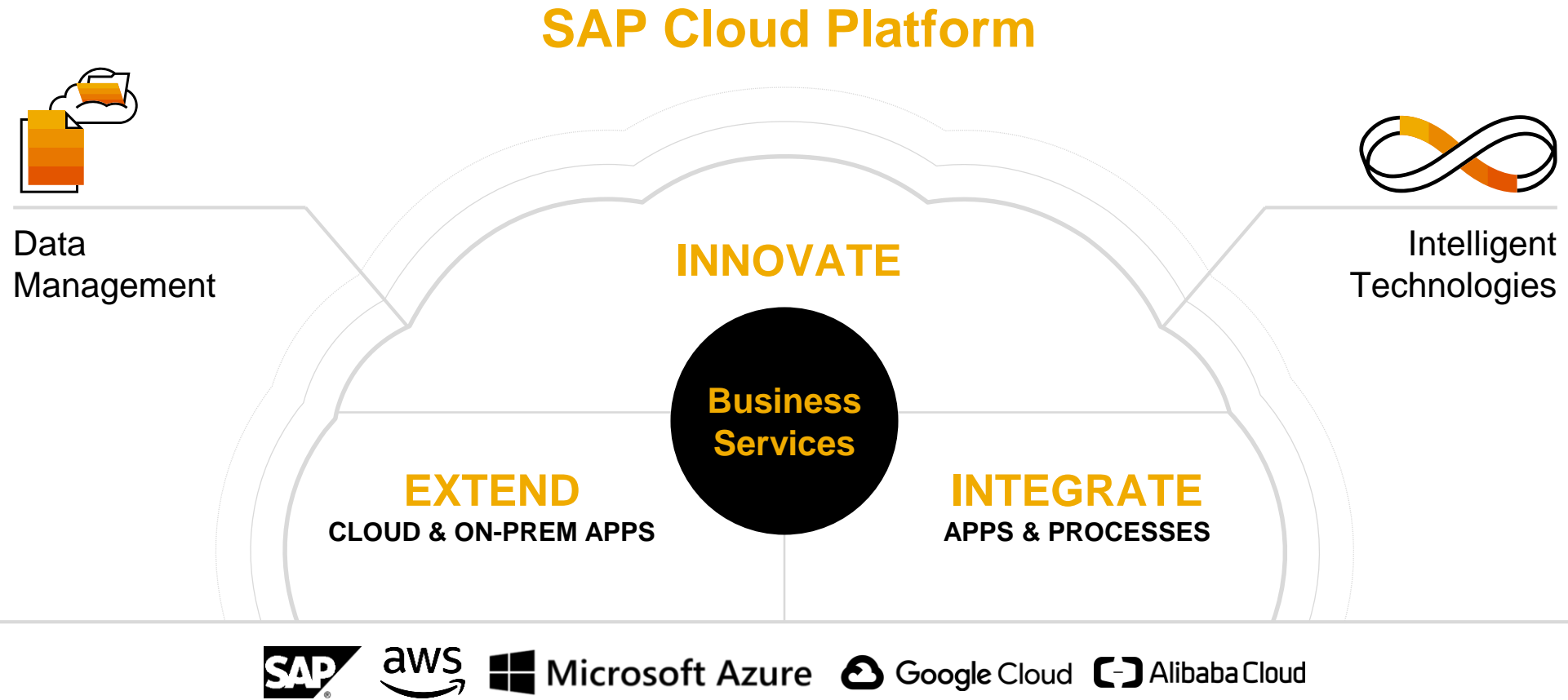
3 Innovation Conundrum

Overburdened IT Team

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Technologies COE EMEA South

SAP Cloud Platform

Accelerating the Intelligent Enterprise by Focusing on Rapid Business Results

SAP Cloud Platform

Data Management

Intelligent Technologies

INNOVATE

Business Services

EXTEND
CLOUD & ON-PREM APPS

INTEGRATE
APPS & PROCESSES

SAP · aws · Microsoft Azure · Google Cloud · Alibaba Cloud

Integrate with SAP Cloud Platform

Great Things Happen When It's All Connected

SAP S/4HANA Cloud — S/4

SAP S/4HANA — C/4

SAP SuccessFactors

SAP Fieldglass

SAP Concur

SAP Ariba

Fast | Open | Secure

Harmonized APIs

SAP

3rd Party

Integration Suite
- Adapters
- Protocol Converters
- Message Mapping Adapter

Open Connectors
- 150+ Third-Party Apps
- Composition Formulas
- Canonical Data Model

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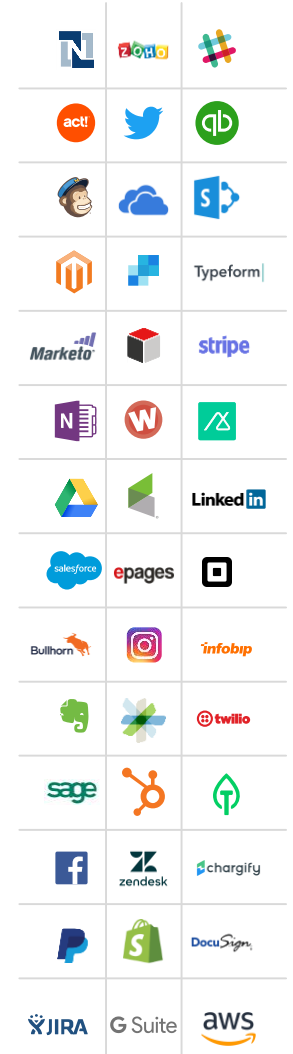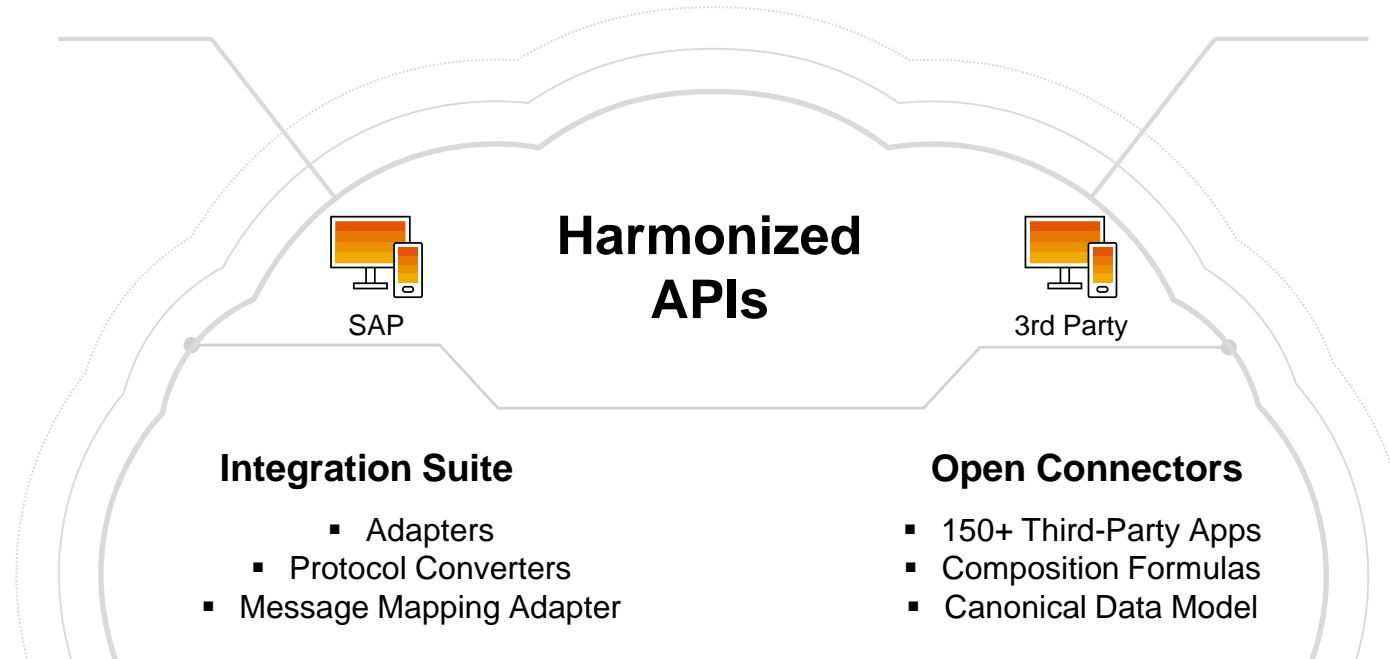
Extend with SAP Cloud Platform

Do Business Your Way

Flexible | Scalable | Extend Cloud and On-Prem Apps

S/4

C/4

Cloud Platform Extension Tools

SAP App Center

1,800+ Partner Apps on App Center

Portal

Mobile Services	Web IDE	RAD by Mendix	Analytics	Finance	Supply Chain
ABAP environment	S/4HANA SDK	Extension Factory	Procurement	Sales and marketing	and more!
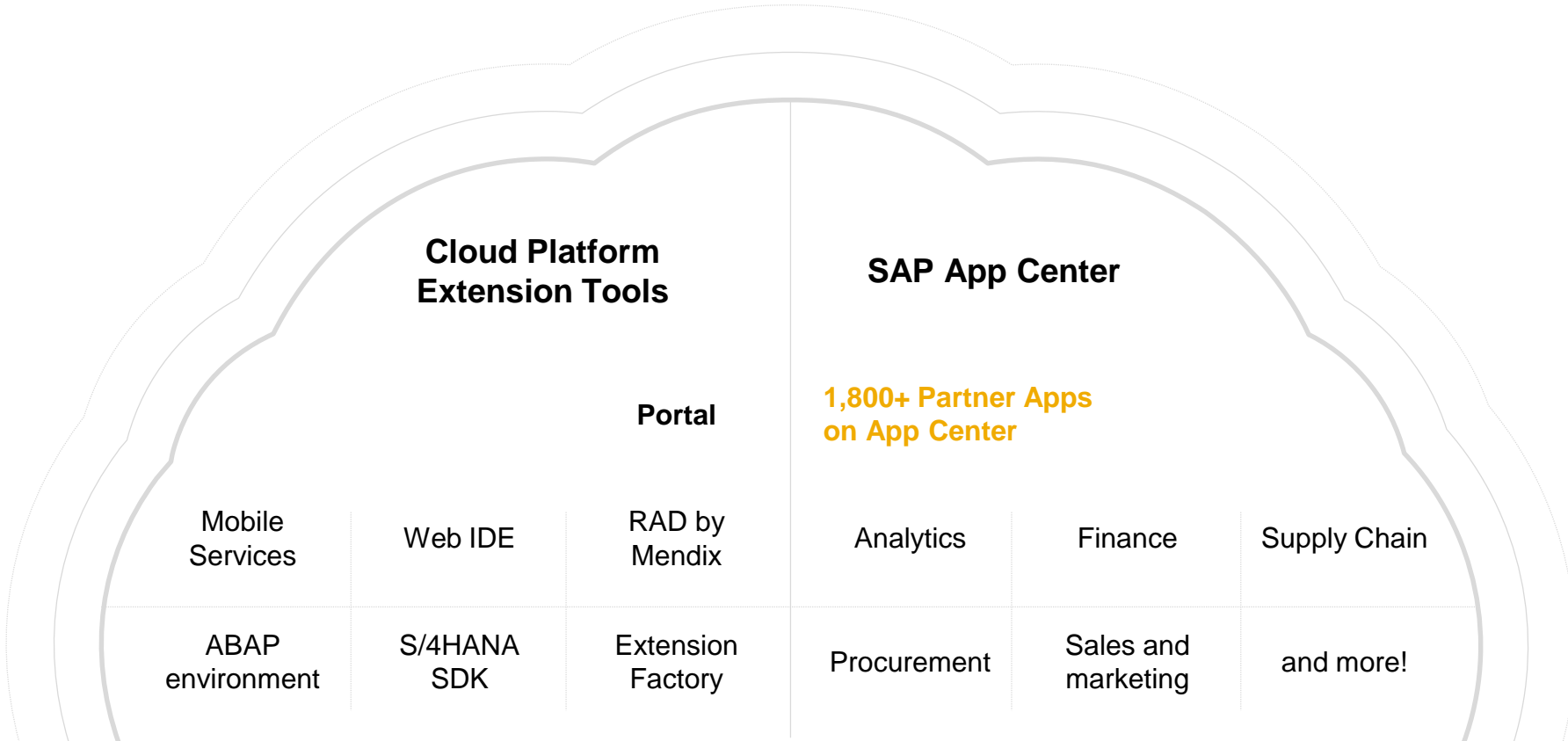
Innovate with Cloud Platform

Digital Transformation Without Business Disruption

Modern | Agile | Innovative

Modern User Experience

Ready-made Business Services

Rapid Application Development

Intelligent Technologies

Applied Machine Learning

IoT

Artificial Intelligence

Analytics
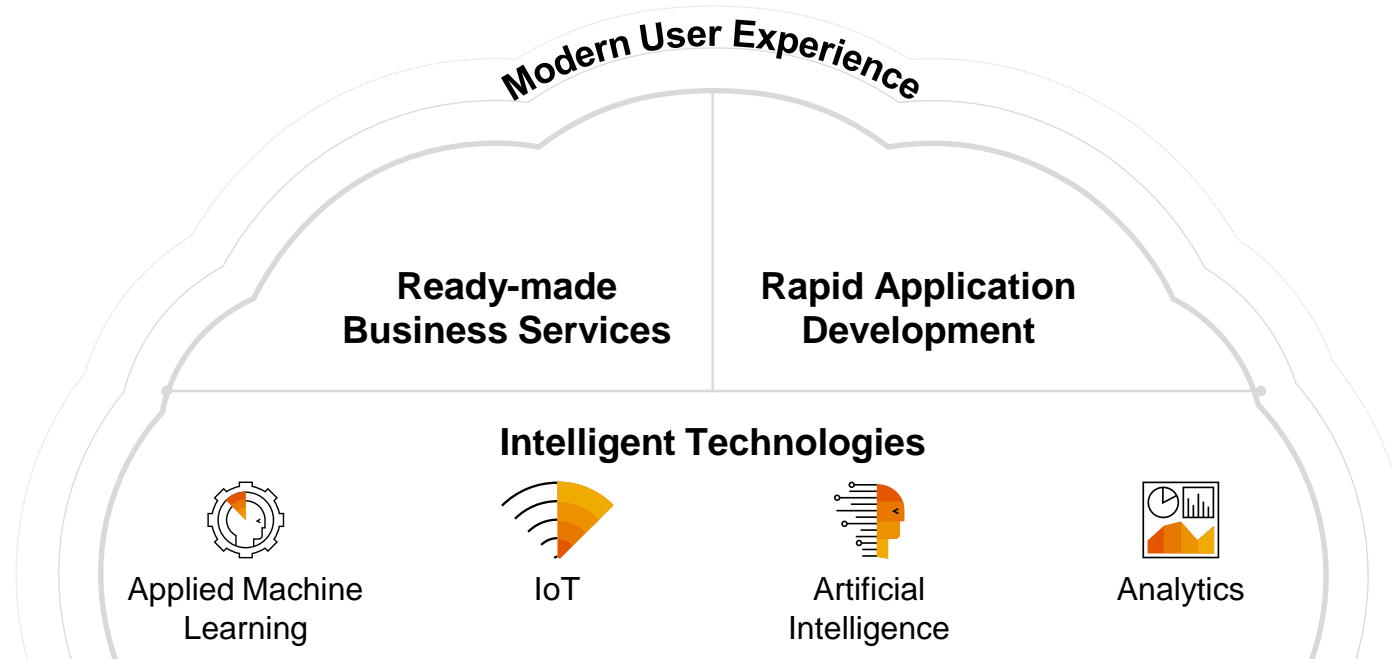
Example: Extending SAP S/4HANA

Classic Extensions ← → **Modern Extensions**

Adopt new user interface

Create custom analytics

Expose data

Create forms/email templates

Add application logic

Add database fields/objects

SAP S/4HANA
In-App Extensibility

Integration

← User Interface →
← Rules / Workflow →
← Process / Events →
Data Replication →

Refresh & mobilize user experience

Cloud native for B2C & B2B

Process innovation

SAP Cloud Platform
Side-by-Side Extensibility

Data marts & analytics

Data science & intelligence

IoT & Big Data

User Interface Layer   Application Layer   Database Layer

SAP Cloud Platform

Everything You Need to Accelerate the Intelligent Enterprise

Application Marketplace

Marketplace & API Business Hub

Open APIs

Data Mgmt.	Master Data	Globalization	Output Mgmt.
Rates & Measures	LOBs & Industries	Commercialization	...

Business Services

Analytics	ML	Blockchain	Data Mgmt.
Integration	Mobile/UX	Security	...

Technical Services

Foundation

Cloud Native, Open Environment
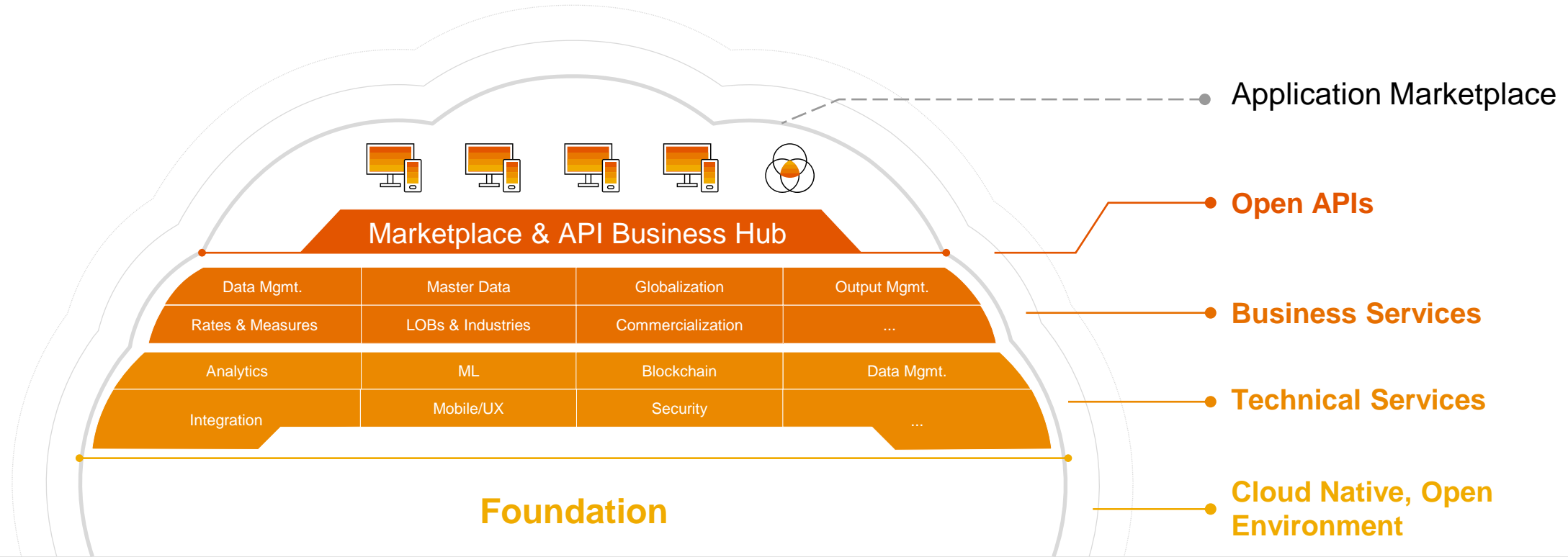
SAP   aws   Microsoft Azure   Google Cloud   Alibaba Cloud

On the best cloud infrastructure around the world

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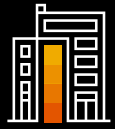Powered by Platform & Technologies COE EMEA South
SAP
intel

SAP Cloud Platform
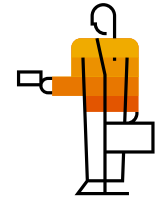
Trusted by Thousands of Customers to Accelerate Innovation

13,000+
Customers

50+
SAP Enterprise Apps

1,700+
Apps on App Center

1,300+
Partners

CUSTOMER SUCCESS STORY

natura
bem estar bem

> **[SAP Cloud Platform] was a perfect choice given the simplicity of the platform and how it handles system and business process integration.**

Hamilton Bokaleff
Technology Manager, SAP
Enterprise Architecture, Natura

Natura is a Brazilian cosmetics manufacturer and marketer.

CHALLENGE

Improve sales order tracking process in a mixed environment of cloud and on-premises systems. There are 200 sales requests a minute, 90,000 orders per day to 5,000 cities throughout Brazil

WITH SAP CLOUD PLATFORM

Created a sales tracking app that integrated 5+ Natura systems, coordinated with 10 shipping partners

Now they have:

Faster and more accurate information about delivery processes	Improved ability to verify delivery and signature

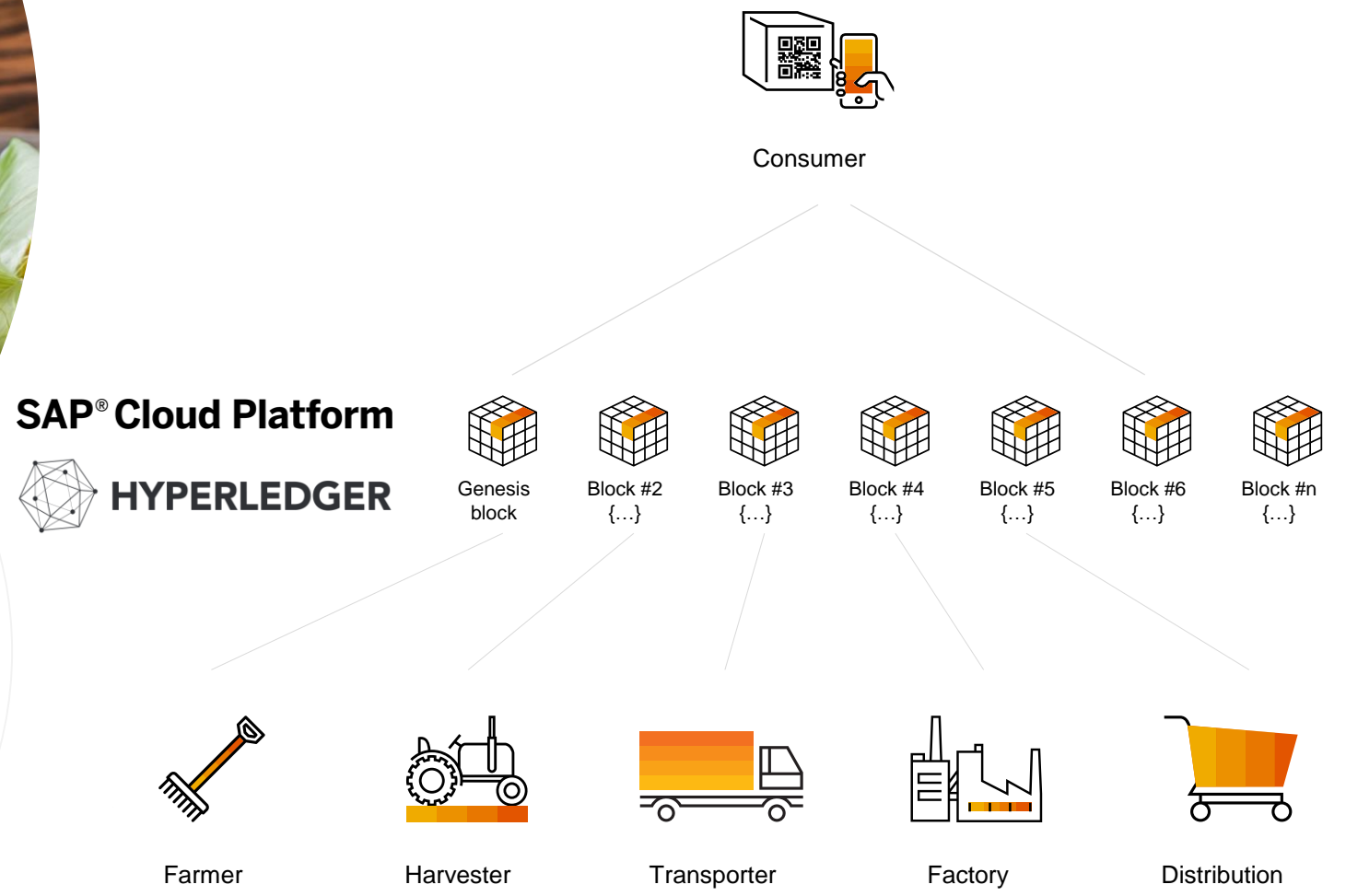**70% Faster App Development**

40% Lower App Development Costs

Popcorn Producer NATAIS Uses Blockchain for Digital Supply Chain Transparency

"A corn journey on the blockchain"

Consumer

SAP® Cloud Platform

HYPERLEDGER

Genesis block | Block #2 {…} | Block #3 {…} | Block #4 {…} | Block #5 {…} | Block #6 {…} | Block #n {…}

Farmer | Harvester | Transporter | Factory | Distribution

DATA INNOVATION TOUR '19
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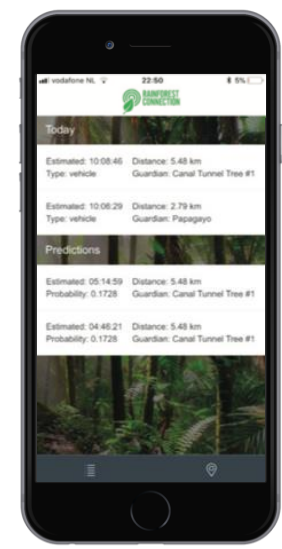
SAP

intel

Effects Of Deforestation On Climate Change

13%

17%

Rainforest Connection to use predictive analysis with SAP Cloud Platform to fight Deforestation and protect the global environment
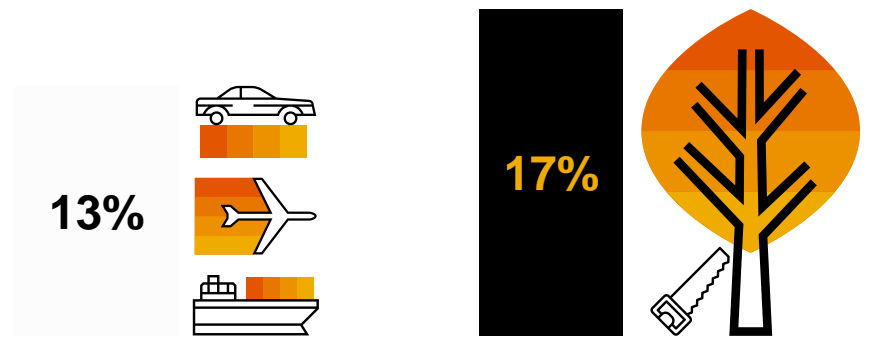
With predictive analytic on SAP Cloud Platform in place, rangers can be notified in advance that someone will start a chainsaw and cut down a tree

A mobile app alert warns rangers five minutes before a chainsaw event is likely to happen, based on historic rainforest sound

Rangers are then guided via an augmented reality layer that displays the direction and distance to their destination

IT'S SIMPLE.

WHAT CAN SAP CLOUD PLATFORM DO FOR YOU?

Integrate	Extend	Innovate	Modernize Experience
Unleash the API and Microservice Economy	**Extend the Digital Core**	**Innovate IoT/ML/Analytics with SAP Leonardo**	**Simplify User Experience**
Integrate the Intelligent Enterprise	**Extend LoB Solutions**	**Intelligent Robotic Process Automation (IRPA)**	**Foster Enterprise Collaboration**
			Mobilize Your Business

Find your mission at the Discovery Center

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Feedback

Valorizamos a sua opinião.
Avalie esta sessão.

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THANK YOU