

# Driving Innovation: Paving the Way for Future Success

**Dirk Haeussermann**

Chief Business Officer  
for Middle and Eastern Europe at SAP



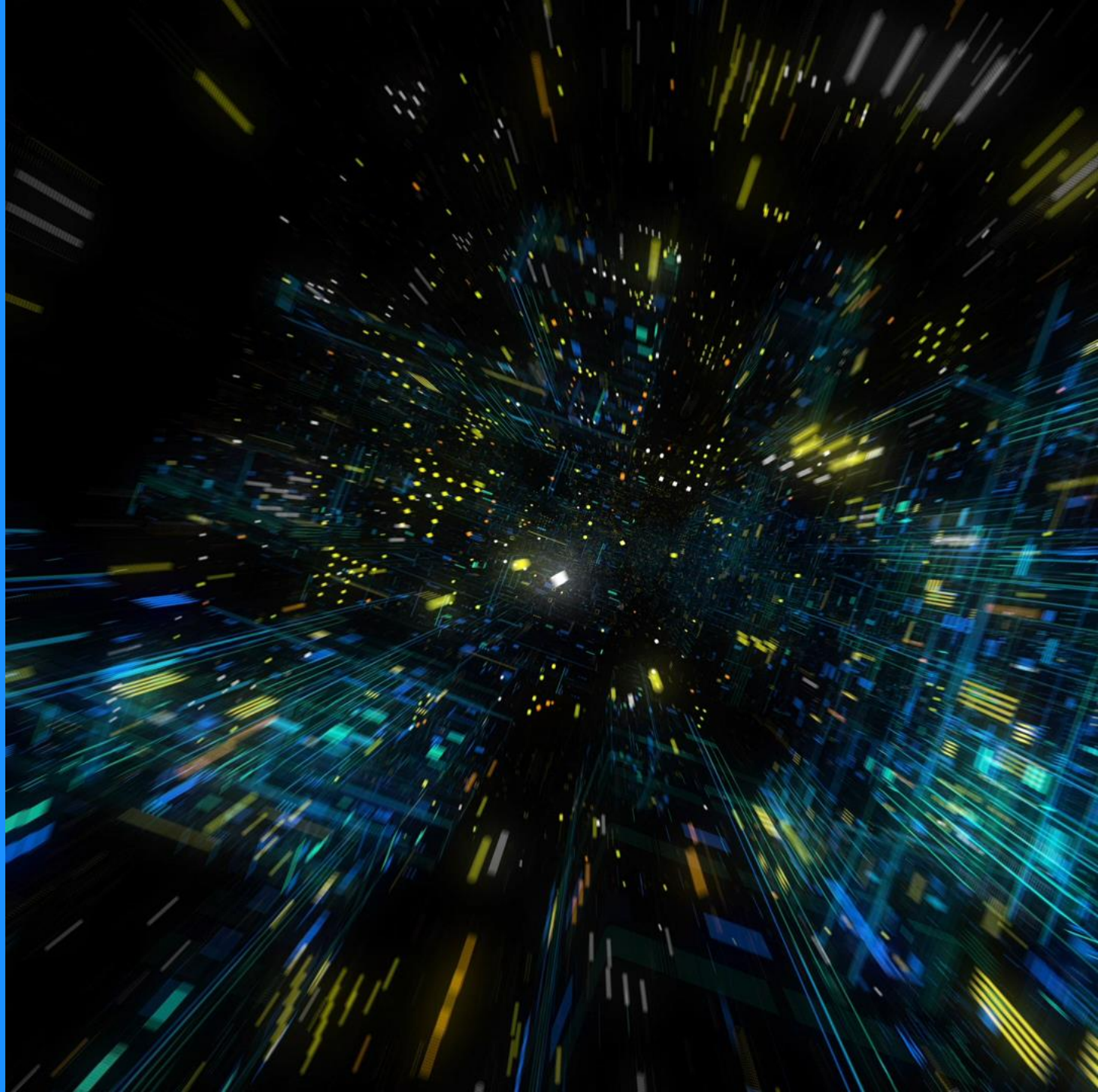




“Data is not  
the real value –  
value is in **what  
can be done  
with the data.**”

Scott Galloway

Save hours  
in your day  
through smart  
automation.





Amplify your  
team's potential  
with intelligent  
assistance.

Unlock  
holistic insights  
across your  
entire workflow.





Review  
your impact  
on sustainability  
challenges.







Grow & expand  
your business



Why Business AI  
with SAP?



Strong  
AI ecosystem  
partnerships  
and investments.



ANTHROPIC



cohere



Google Cloud

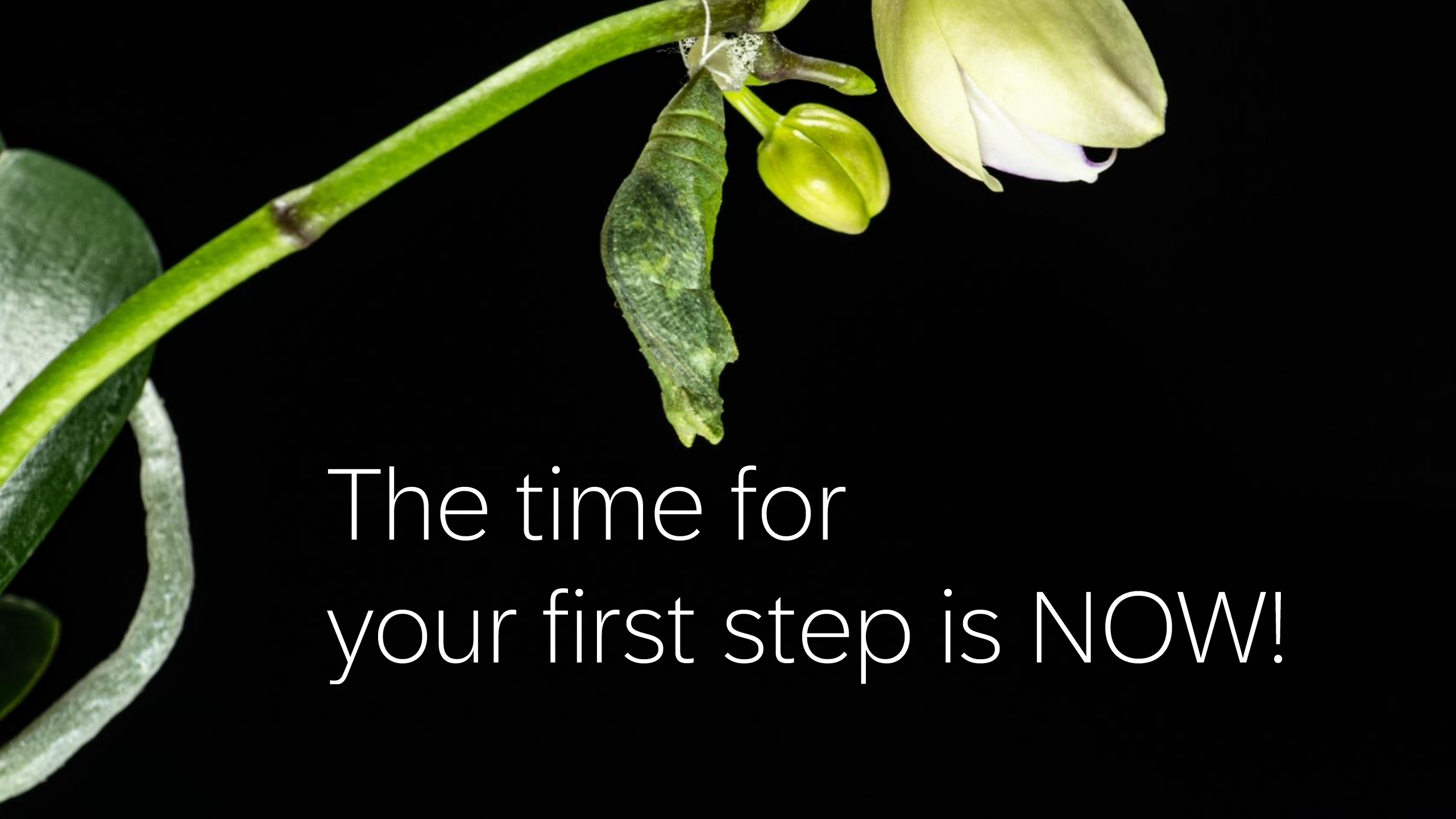


Meta



How to get  
there?

Stefan Frangulea,  
Chief Financial Officer  
Electrica S.A.



The time for  
your first step is NOW!

Thank you.

Dirk Haeussermann, CBO MEE

[Dirk.Haeussermann@sap.com](mailto:Dirk.Haeussermann@sap.com)