

RISE WITH SAP

Driving business
innovation together



Customer Value – RISE with SAP

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Public

An aerial photograph of a dense, green forest. A light-colored, unpaved road or path winds through the trees, starting from the bottom left and curving upwards and to the right, then looping back down towards the center. The trees are thick and vibrant green, creating a textured background for the winding path.

Business innovation is necessary for survival

Since 2000, **52% of companies in the Fortune 500** have gone out of business.

From 1955 to 2011, it took Fortune 500 companies an average of 20 years to reach a billion-dollar valuation; **today's digital startups are getting there in four.**

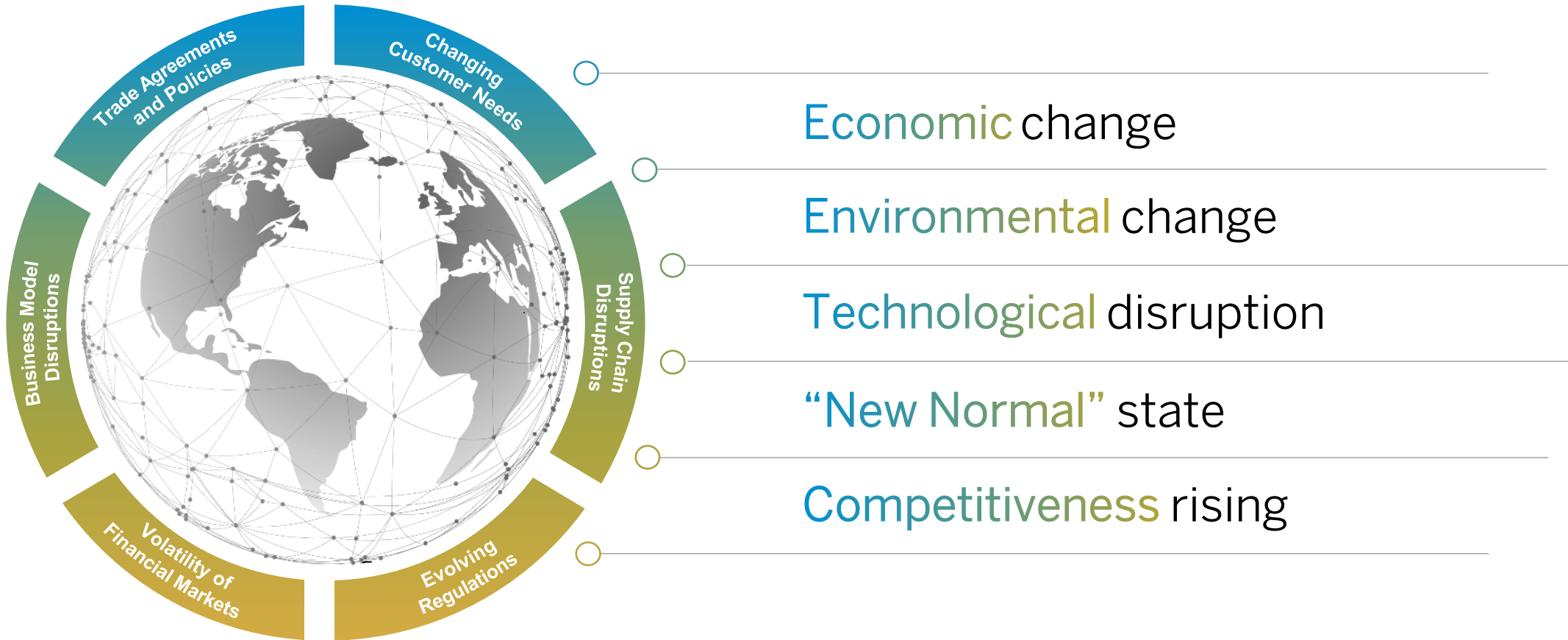


Cloud technology is a key innovation enabler

“It’s clear that there’s tremendous value enabled by adopting cloud—more than \$1 trillion by 2030. Almost all of that value comes from business innovation and optimization rather than IT cost reduction.”

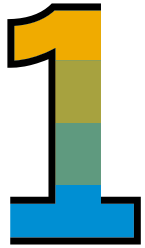
McKinsey 2021

We are surrounded by drivers for transformation



Market Leaders are **Transforming** Business

And change the rules of **business success** for everyone



Rapid Business
Model Innovation

THE NEW **GROWTH**



Step-changes in Productivity
and Cost-effectiveness

THE NEW **MINIMUM**



Sustainability and
Responsibility

THE NEW **STANDARD**

The New Imperatives that Drive **Business Success**

Followers

Stick With Traditional Business Models
One size fits all products and services

HIGH RISK OF BEING DISRUPTED

Run Traditional Business Operations
Disjointed processes slow-down the value chain.

NON-COMPETITIVE OPERATING COST

Consider Social Impacts A Business Constraint
Missing or incomplete sustainability strategy and transparency (CO2 footprint, waste...)

ADVERSE EFFECTS ON
CLIMATE AND REPUTATION

Top Line Impact



Bottom Line Impact



Green Line Impact



Leaders

Transform Business Models

By creating unique, consistent physical and digital experiences for best-in-industry results.

DISRUPT THEIR INDUSTRY(S)

Transform Business Operations

With flexible processes and supply chains across multiple and changing customer journeys

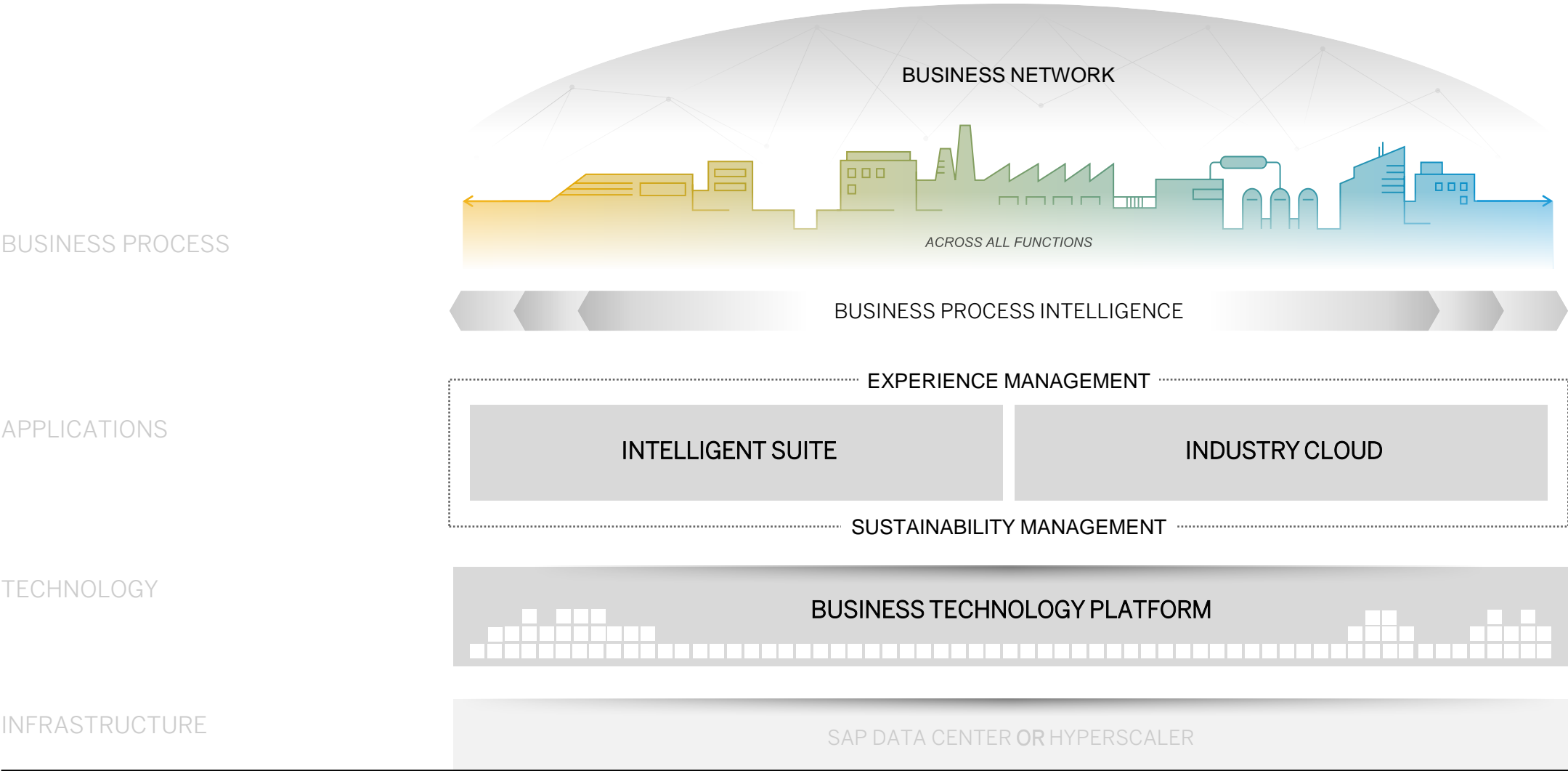
PUSH THE LIMITS OF COST-EFFECTIVENESS

Commit to Sustainability

With end-to-end CSR strategy and execution across the value chain and beyond

HARNESS SUSTAINABILITY AS A
DIFFERENTIATOR WITHIN THE INDUSTRY

Intelligent Enterprise: Your goal is our vision



RISE with SAP: Powering Business Transformation

Establish consistent triple-line leadership

Seize Opportunities

Consistently grow with new digital business models and fully automated processes

Up to 20%

increase in service revenue from new business models

Up to 20%

reduction in revenue loss due to fulfillment issues

Up to 20%

reduction of customer churn

Define the New Standard

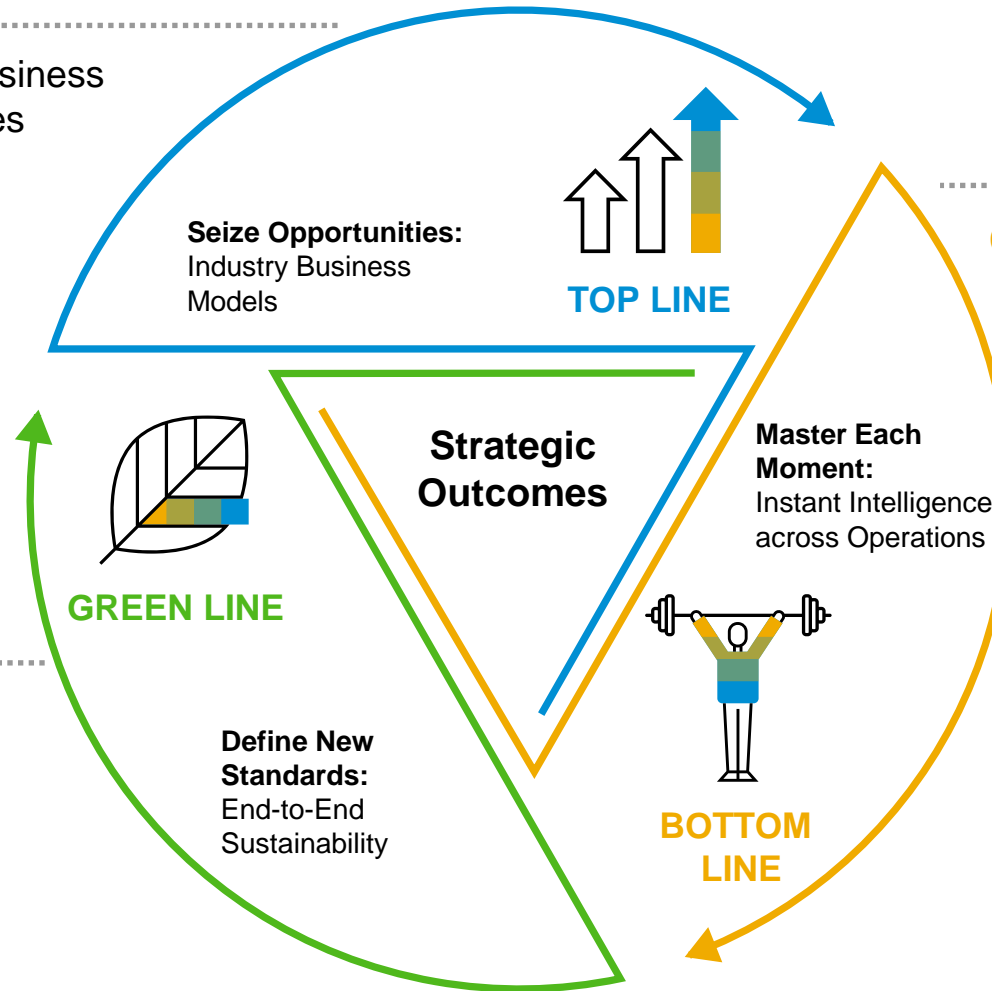
Consistently elevate sustainability standards with industry best practices

Up to 30%

improvement in environmental safety and compliance

Up to 10%

reduction in emissions cost



Master Each Moment

Consistently outperform with instant intelligence and actionable insights

Up to 20%

reduction in finance cost

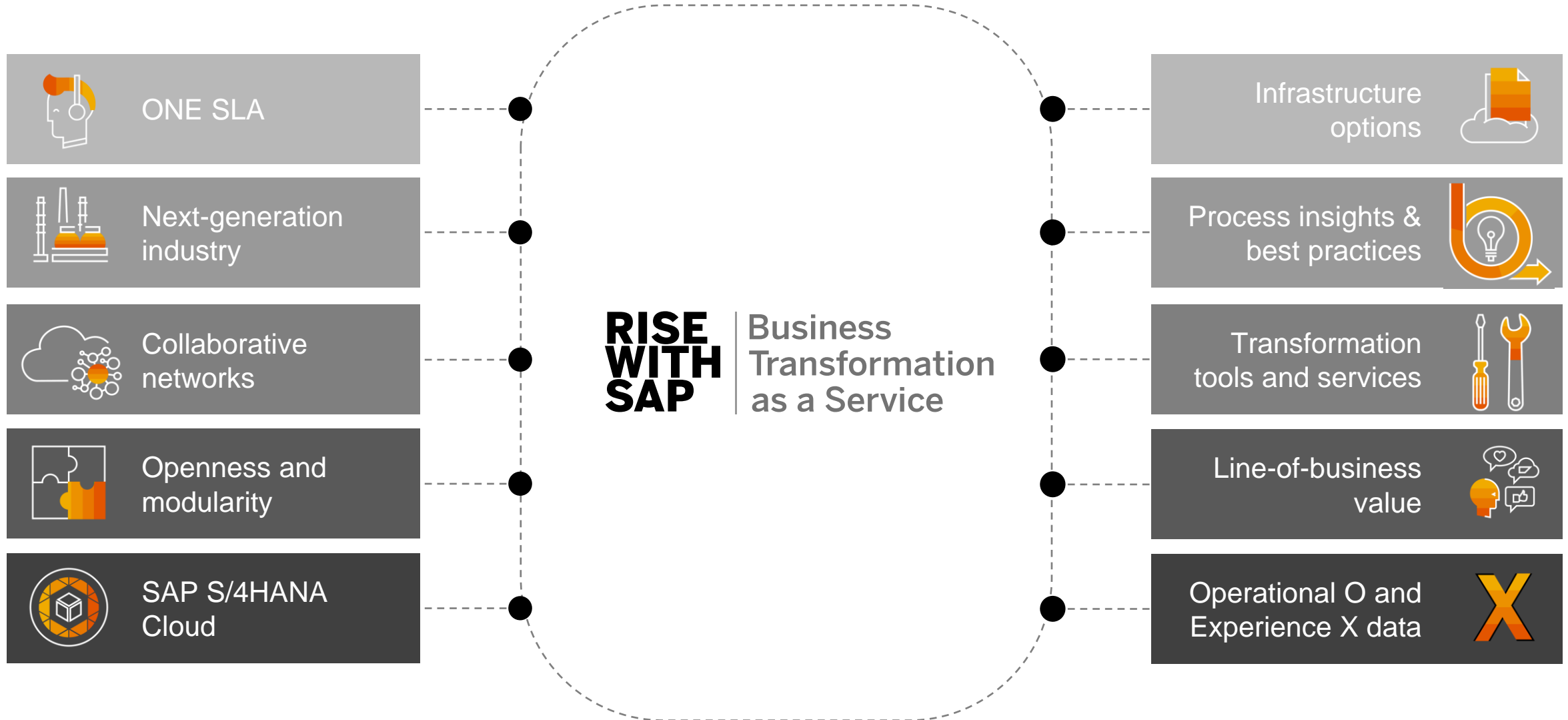
Up to 10%

reduction inventory carrying cost

Up to 20%

increase in FTE productivity

RISE with SAP – Customer Values



It's time to **accelerate** transformation.

Innovate ahead of competitors.

Run during uncertainty.

Champion cost savings.

Pivot at market pace.

Scale with speed.



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SAP**

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