



Explore the Future of Intelligence

Winning in the Experience Economy

Cristian Popescu, SAP
October 24, 2019

EXTERNAL

X

Experience Data

”Why?”

O

Operations Data

“What?”

Competition. More intense, more diverse

Direct access to customers | you are losing the direct access because of Digital

Profits vs Growth | your competitors may be Funded for Growth while you are captive to Profit

Intermediary | your service being digitized by competitors

Premium | digital service is “good enough” and customers abandoning your in-person premium

Talents | identify, attract, develop and retain talents

Gig Economy | playing on a complete different set of rules

Experience Economy. The theory

“an **experience** occurs when a company intentionally uses services as the stage, and goods as props, to engage individual customers in a way that creates
a
memorable event.”

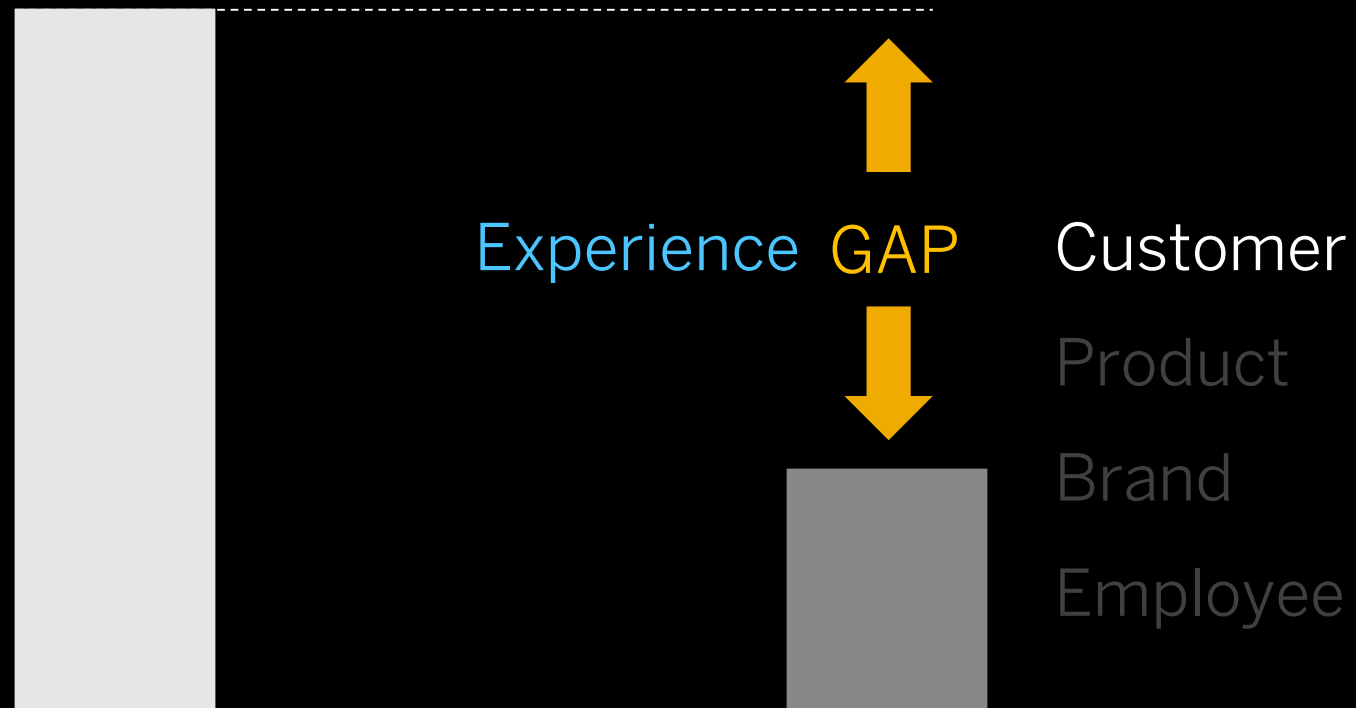
Agrarian Economy | Industrial Economy | Service Economy | **Experience Economy**

B. Joseph Pine II and James H. Gilmore, 1998

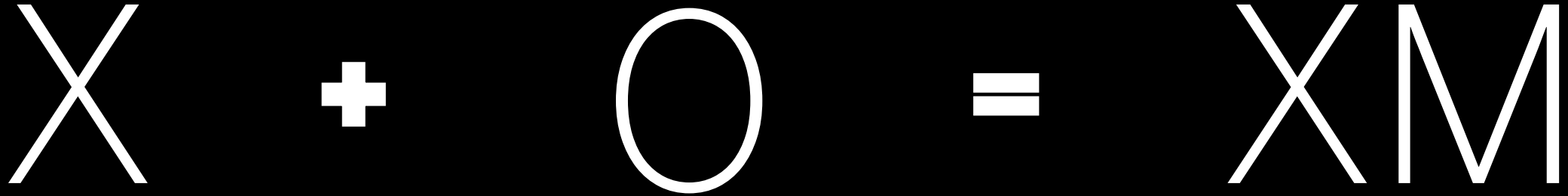
Millennials

the biggest spending cohort currently, prefers
experiences (>70%) instead of material possessions

Introducing the Gap. The experience Gap



Closing the Experience Gap. Experience Management



Experience Data

”Why?”

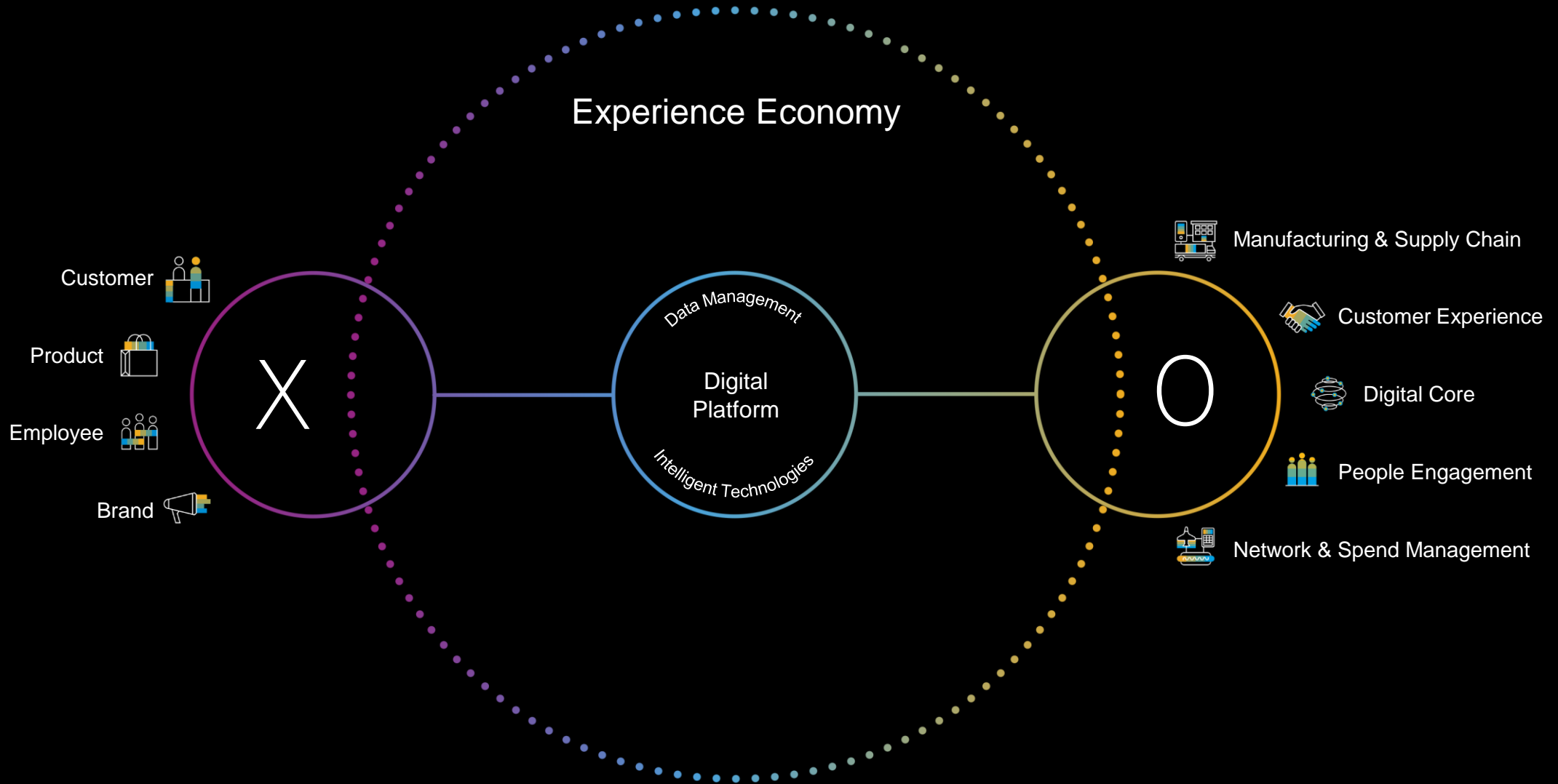
Operations Data

“What?”

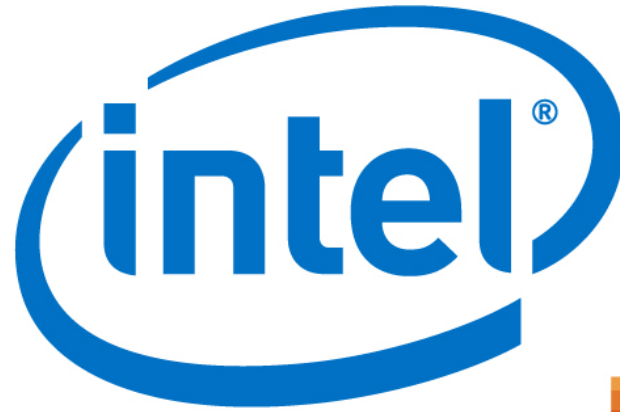
Experience Management

Faster
Insight to Action

SAP: Win in the Experience Economy with Intelligent Enterprise



**STRATEGIC TECHNOLOGY
PARTNER**



GOLD PARTNER



Microsoft

pwc



SILVER PARTNER



focality

NTT DATA
Trusted Global Innovator

BRONZE PARTNER



SPECIAL PARTNER



Red Point
SOFTWARE SOLUTIONS



PLAUT



synaptic
SOFTWARE
BUSINESS SOLUTIONS

Enjoy **SAP NOW** Bucharest !