

Human Business

A small, stylized speaker icon with a blue center and a silver rim, positioned between the words 'Human' and 'Business'.

Mark Raben CTO Middle & Eastern Europe, SAP
SAP Now Romania 24th of Oktober 2019, Bucharest



SAP OFFICE OF THE
CTO MEE



HUMAN

HABIT



**WEAR A
HELMET**

CHECK YOUR
BRAKES

DO NOT RIDE
AT NIGHT

READ OWNER'S
MANUAL









BRAIN

COOKING

A close-up photograph of a black cooking pot hanging from a horizontal wooden branch. The pot is positioned directly above a campfire, which is burning brightly with orange and yellow flames. The background is a soft-focus outdoor setting with green foliage and a blue sky. The word "COOKING" is overlaid in large, white, bold, sans-serif capital letters across the center of the image.



NEOCORTEX

MAMMALIAN

REPTILIAN



REPTILIAN



Bed 3

Doe, John

Adult

10:53

3 Waves



II

HR

120
50

76

Pulse

79

Pleth

SpO₂

100
90

84

Temp

37.3
40.1
36.9

Resp


RR

30
8

17

NBP
Sys.

Auto 10 min

 06:40 NBP
mmHg

160
90

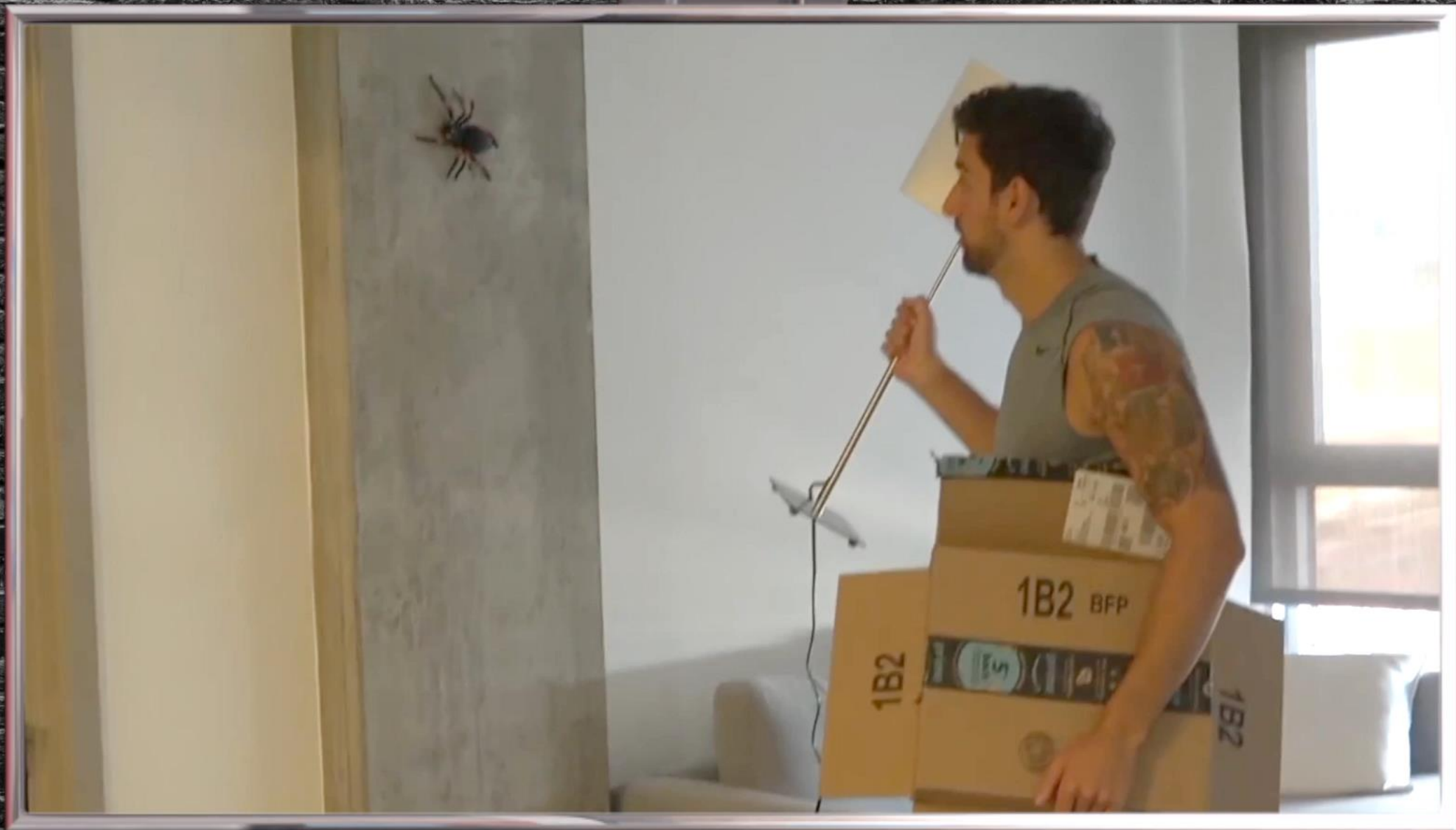
121/81 (89)

10:30	122/81	(90)
10:40	121/81	(89)
10:48	120/82	(90)
10:50	121/80	(89)
10:51	122/80	(89)



SAFETY









ROUTINES



BUSINESS

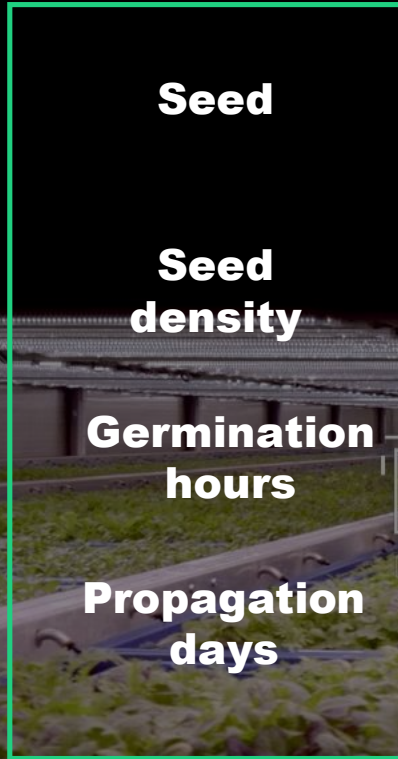
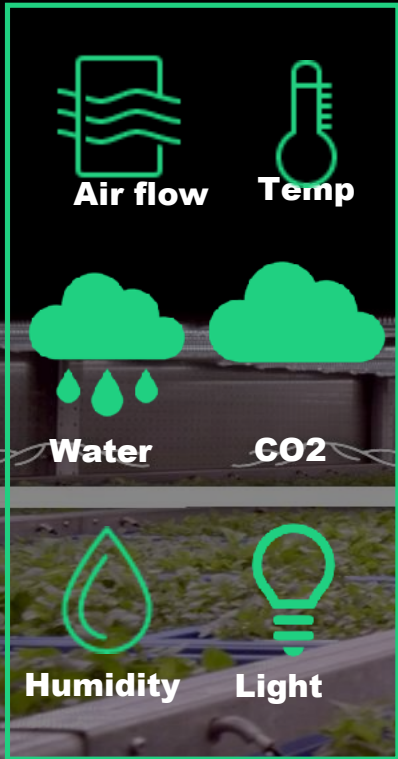
FARMING



Sensor Data

Master Data

Plant Recipes



- Throughput optimization
- Globally applicable
- Reproducible quality



BRAIN



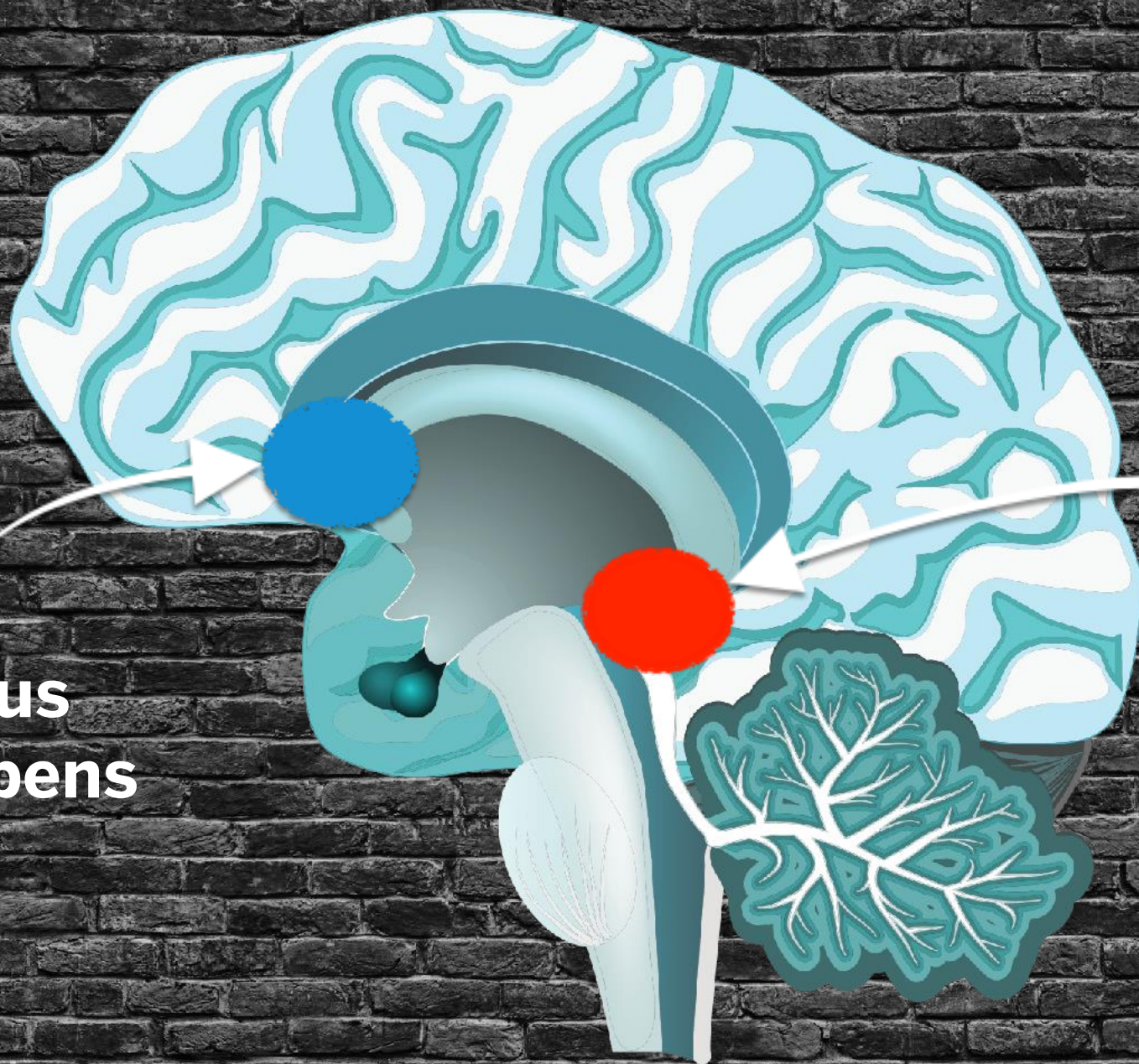
MAMMALIAN

REPTILIAN



PLEASURE

SAFETY



A stylized sagittal section of a human brain is shown against a dark brick wall background. The brain is rendered in shades of light blue and white, with a prominent blue wavy pattern on the outer surface. Two specific regions are highlighted with colored circles: a blue circle on the left side of the brain (viewer's left) and a red circle on the right side (viewer's right). White arrows point from these circles to their respective labels. The brain's internal structures, including the corpus callosum, brainstem, and cerebellum, are depicted in a simplified, illustrative style. The cerebellum is shown at the bottom right, with its characteristic branching pattern.

**Nucleus
Accumbens**

Insula



MOTIVATION

Dopamine

2

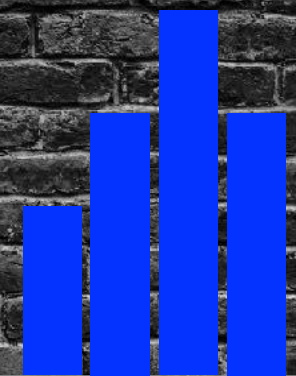
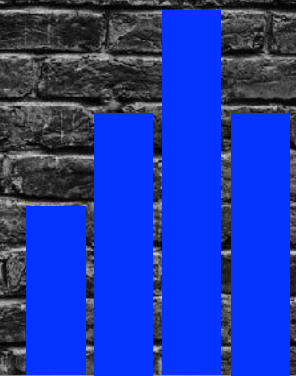
Learning

1

Liking

3

Wanting





A paved road curves through a wooded area. The ground is covered with fallen brown leaves. A signpost with two yellow diamond-shaped signs is visible in the distance. The word "SHORTCUT" is overlaid in large white letters across the center of the image.

SHORTCUT





SAVE 50%



Medion laptop E6415
€ 499,00 bij BCC



Lenovo Yoga 520-14IKB
80X800NQM1 aptop
€ 849,00 bij Coolblue



Asus Vivobook Pro N580VD-
FY189T 15,6 Inch 4K Ultra HD
IPS Laptop ...
€ 1.149,00 bij 5+ winkels



HP 14-bs010nd - Pentium 1.6
GHz - 14" - 4 GB RAM
€ 459,00 bij 4 winkels



Acer Aspire E 15 E5-523-920B
- Laptop - 15.6 Inch - Azerty
€ 579,00 bij bol.com



Asus Laptop (Zilver) Vivobook
R541SA-DM333T
€ 449,00 bij 5+ winkels



Asus Chromebook C201PA-
FD0009 laptop
€ 269,00 bij 2 winkels
★★★★★ (3)



Medion laptop Akoya S4219 -
zwart
€ 269,00 bij 2 wnkels



HP 15-bw094nd laptop
€ 399,00 bij Coolblue



Medion 2-in-1 laptop E2215T
32GB WHITE
€ 259,00 bij BCC



Asus Vivobook R541NA-
DM198T 15,6 Inch Full HD
Laptop (Zilver ...
€ 499,00 bij 3 winkels



HP Thinbook 14-bp070nd -
Laptop - 14 Inch
€ 399,00 bij bol.com



Lenovo IdeaPad 520-15IKB
80YL005DMH - Laptop - 15.6
Inch
€ 907,14 bij 2 winkels



Dell Laptop Latitude E5520
Intel Core i3 2e gen / 4GB
DDR3 250GB HDD
€ 189,00 gereviseerd bij L&O
Computers



Lenovo 310-15IAP 80TT -
Celeron 1.1 GHz - 15.6" - 4 GB
RAM
€ 369,00 bij 3 winkels
Meer stijlopties



HP 15-ay182nd Laptop - 15.6
Inch
€ 699,00 bij 3 winkels



MEDION AKOYA E6239 laptop
€ 349,00 bij 2 winkels



Asus ROG GL553VD-DM665T
- Gaming Laptop - 15.6 Inch
€ 1.282,89 bij bol.com
★★★★★ (8)



Lenovo Laptop (Zwart)
IdeaPad 110-15IBR
€ 339,00 bij wehkamp



ASUS Transformer Book
E205SA-FV0245T
€ 299,00 bij 3 winkels
★★★★★ (1)



Medion Akoya S6219 -
Celeron 1.6 GHz - 15.6" - 4 GB
RAM
€ 349,00 bij 5+ winkels
Meer stijlopties



MSI GP72M 7REX-687NL -
Gaming Laptop (120 Hz) - 17.3
Inch
€ 1.499,00 bij 5+ winkels



Daysky Laptop 14 inch Intel
Atom Quadcore 4GB RAM
64Gb harde ...
€ 170,27 bij LightInTheBox



Asus VivoBook E200HA-
FD0044TS laptop
€ 279,00 bij Coolblue



HP Laptop (Blauw) Stream 11-
y000nd
€ 239,00 bij wehkamp



Acer Chromebook 11 CB3-
131-C8XZ - Chromebook -
11.6 Inch
€ 249,00 bij bol.com



Acer Swift 1 SF113-31-C6BT -
Celeron 1.1 GHz - 13.3" - 4 GB
RAM
€ 429,00 bij 5+ winkels
★★★★★ (1)



Acer Aspire 3 A315-31-P26U -
Pentium 1.1 GHz - 15.6" - 4
GB RAM
€ 499,00 bij 5+ winkels
★★★★★ (2)



Lenovo 100S-14IBR 80R9 -
Celeron 1.6 GHz - 14" - 4 GB
RAM
€ 414,00 bij 2 winkels



HP 15-bs020nd - Core i3 2
GHz - 15.6" - 4 GB RAM
€ 549,00 bij 5+ winkels



HP 14-bp005nd - Celeron 1.6
GHz - 14" - 4 GB RAM
€ 349,00 bij 2 winkels



Lenovo IdeaPad 320-15IAP
80XR00CKMH laptop
€ 349,00 bij Coolblue



Asus VivoBook K541UA-
DM896T - Laptop - 15.6 Inch
€ 669,00 bij 3 winkels



Asus Vivobook E R207NA-
FD034T 11,6 Inch Laptop
(Zwart) 4712900758832
€ 299,00 bij 2 winkels



Asus VivoBook R541NA-
DM156T - Laptop - 15.6 Inch
€ 389,00 bij bol.com



HP Chromebook 11-v001nd -
Celeron 1.6 GHz - 11.6" - 4 GB
RAM
€ 241,26 bij 5+ winkels



Asus VivoBook Pro N580VD-
FY367T - Laptop
€ 1.299,00 bij bol.com



ASUS R752SA-TY135T |
90NB07M1-M03810
€ 449,00 bij 3 winkels



MSI GL62M 7RDX-1446NL
Notebook
€ 899,00 bij 5+ winkels
★★★★★ (1)



ASUS VivoBook R702NA-
BX032T | 90NB0FP2-M00340
€ 449,00 bij 5+ winkels
★★★★★ (1)
Meer stijlopties



Asus Vivobook R541SA-
DM484T Full HD 15,6 Inch
Laptop (Zilver ...
€ 429,00 bij 2 winkels



Acer Aspire ES1-132-C0R8
laptop
€ 229,00 bij Coolblue



HP Stream x360 11-aa010nd -
Celeron 1.6 GHz - 11.6" - 4 GB
RAM
€ 349,00 bij 2 winkels



Asus Vivobook E R207NA-
FD033T 11,6 Inch Laptop
(Blauw, Grijs ...
€ 279,00 bij 2 winkels



HP 15.6 inch Windows-laptop
15-BW080ND - Zwart
€ 450,18 bij MediaMarkt



HP 14-bp013nd - Pentium 1.6
GHz - 14" - 4 GB RAM
€ 379,00 bij 4 winkels



HP 15-bw090nd laptop
€ 399,00 bij Coolblue



Asus VivoBook R753UA-
TY573T - Laptop - 17.3 Inch
€ 684,00 bij bol.com

A



512 GB
799,—

B



1TB
1299,—

C



2TB
1199,—



EXPERIENCE

ROUTINES

A low-angle, upward-looking photograph of several modern skyscrapers with glass facades, set against a clear blue sky. The buildings are arranged in a circular pattern, creating a sense of height and scale. The word "BUSINESS" is overlaid in the center in a large, white, bold, sans-serif font.

BUSINESS

A vibrant crowd of people celebrating with colorful powder. The scene is filled with energy as individuals of various ages and backgrounds are seen laughing, cheering, and throwing handfuls of brightly colored powders (including shades of purple, pink, yellow, and green) into the air. The background is a soft, hazy mix of these colors, creating a dreamlike atmosphere. In the foreground, several people are visible, some with their faces and clothes already dusted with powder. One woman in the center wears a grey t-shirt with a 'Vacation Mode' graphic. To her left, a person has a white t-shirt with a large red splatter. On the right, a young girl in a striped shirt is smiling. The overall mood is one of joy and communal celebration.

EXPERIENCE ECONOMY

A close-up photograph of a coffee plant branch. The branch is covered with clusters of coffee cherries. Some cherries are bright green, while others are transitioning to red and yellow. The leaves are dark green and glossy. The background is blurred, showing more of the plant.

2 CENTS

A man in a black t-shirt is operating a large industrial coffee roasting machine. He is adjusting a lever on the side of the machine. Coffee beans are falling from a chute into a large metal tray filled with beans. The scene is dimly lit with a blueish tint, and steam or smoke is visible in the background.

10 CENTS



3,50 EURO

A young woman with long brown hair and glasses is sitting in a brown armchair, holding a Starbucks coffee cup with both hands. She has a slight smile and her eyes are closed. The coffee cup is white with a green Starbucks logo and the words "a good day" written on it. The background is a blurred cafe interior with a window and some furniture. A large, bold, white text overlay is centered over the image.

5,25 EURO

PIAZZA DI S. MARCO

10 EURO



A young man with short brown hair is sitting on a grey sofa in a modern living room. He is wearing a light blue button-down shirt and dark pants. He is smiling broadly while looking at a smartphone held in both hands. The room is decorated with large green plants, including a prominent monstera leaf in the foreground. The background shows a blurred interior with a wooden table and a white wall. The overall atmosphere is warm and relaxed.

FEELINGS

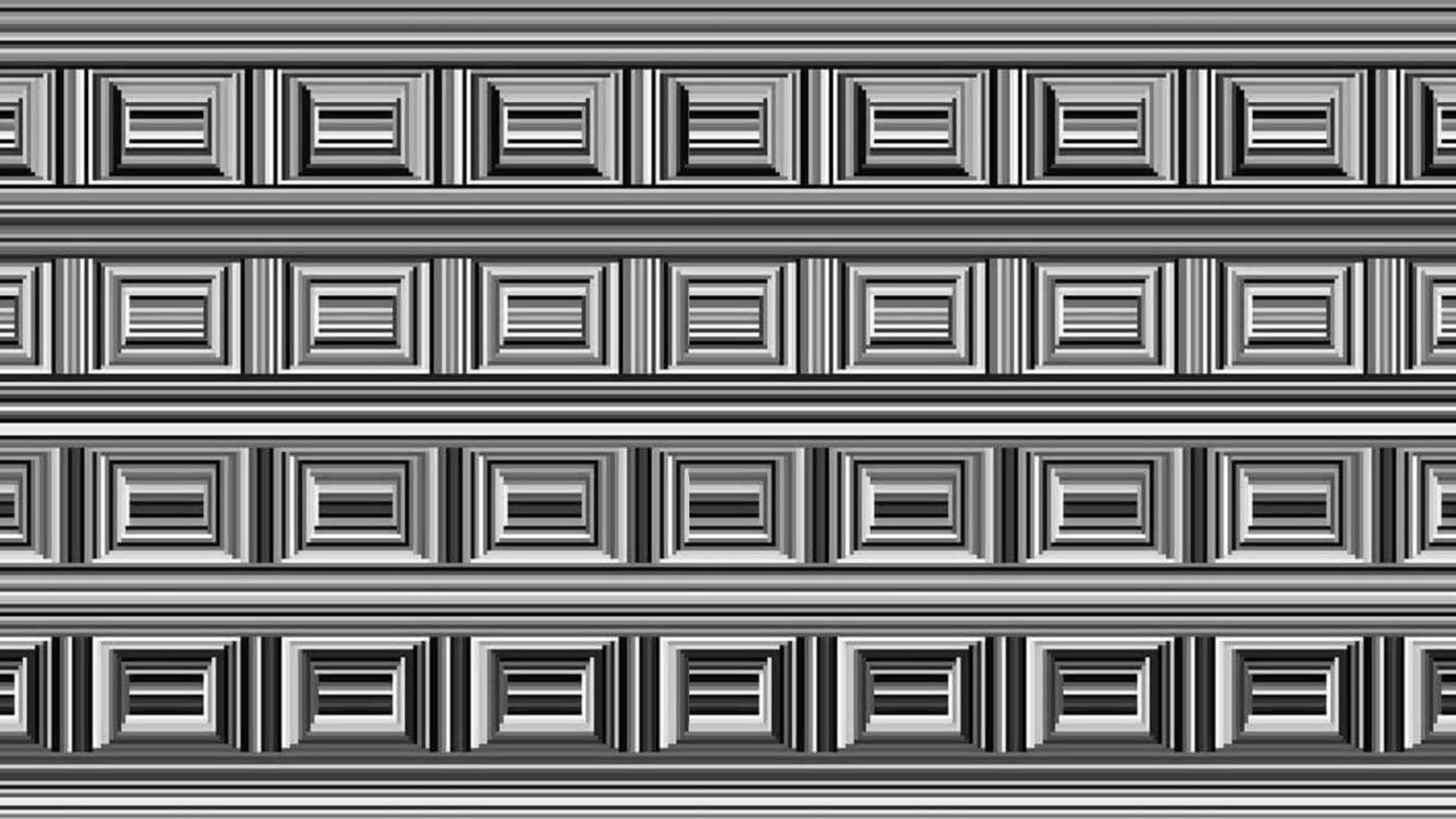
80%

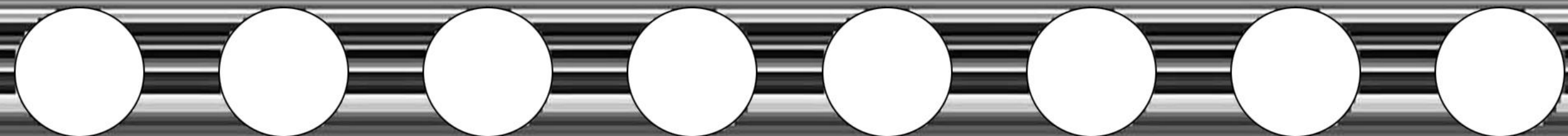
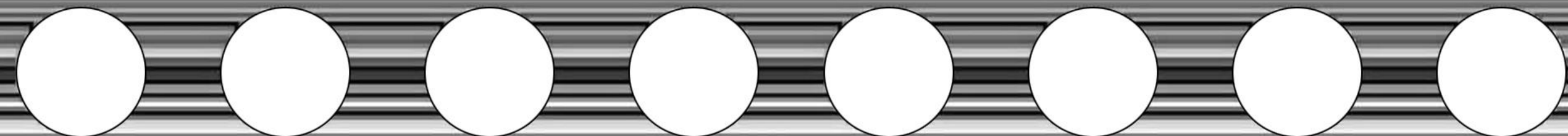
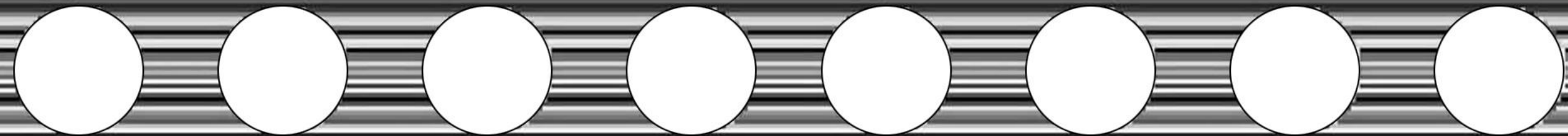
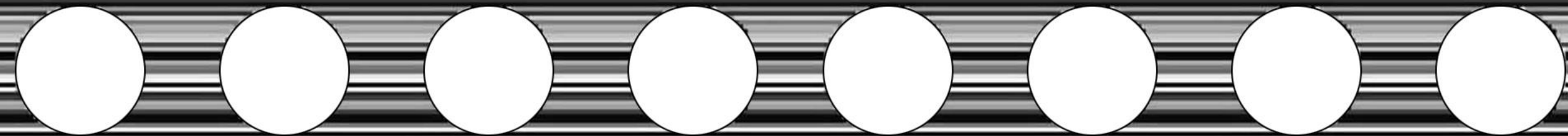
**OF CEOs
BELIEVE
THEY
DELIVER A
SUPERIOR
EXPERIENCE**

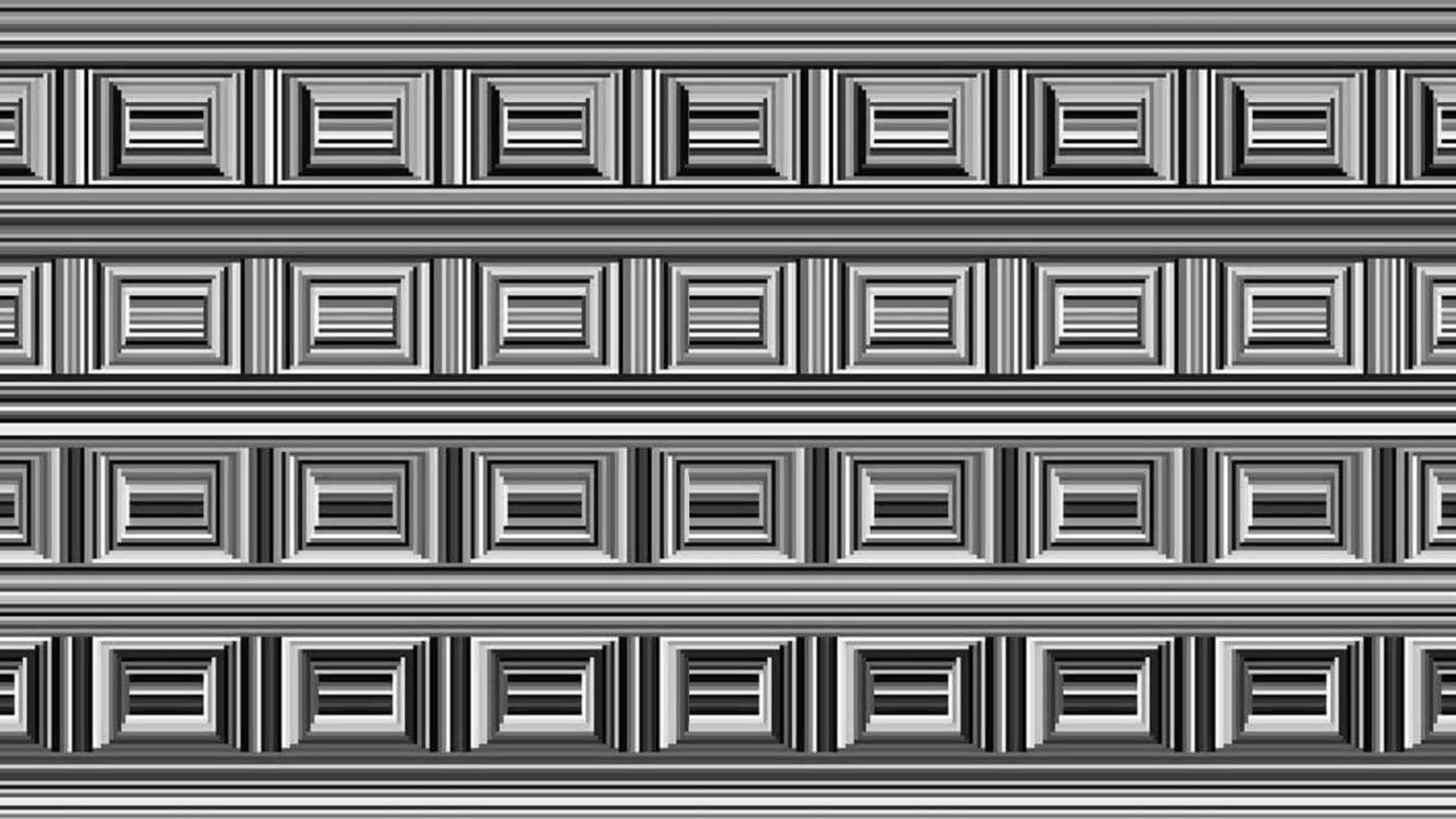
THE EXPERIENCE GAP

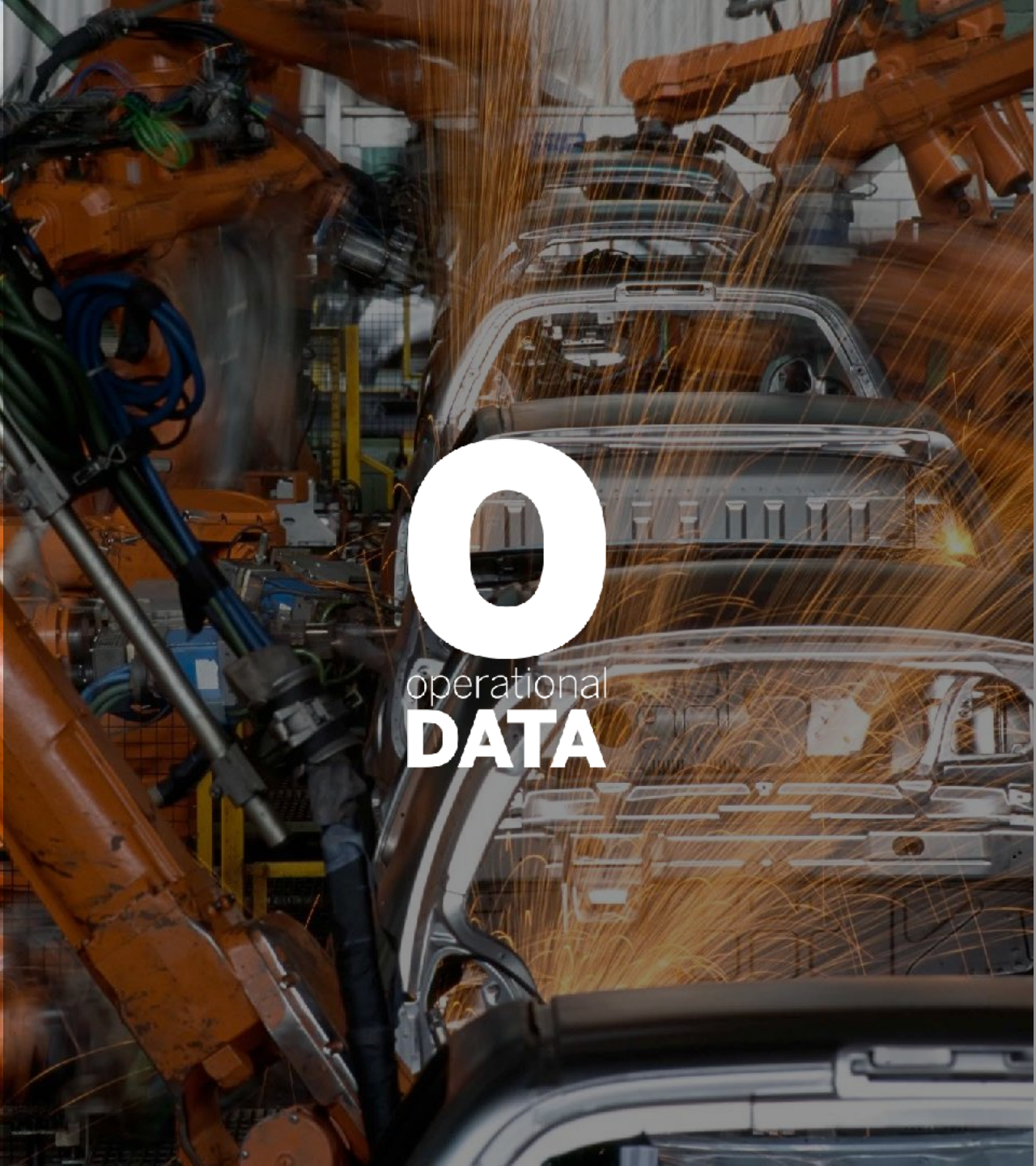
8%

**OF THEIR
CUSTOMERS
AGREE**









O

operational
DATA



X

experience
DATA

BUSINESS

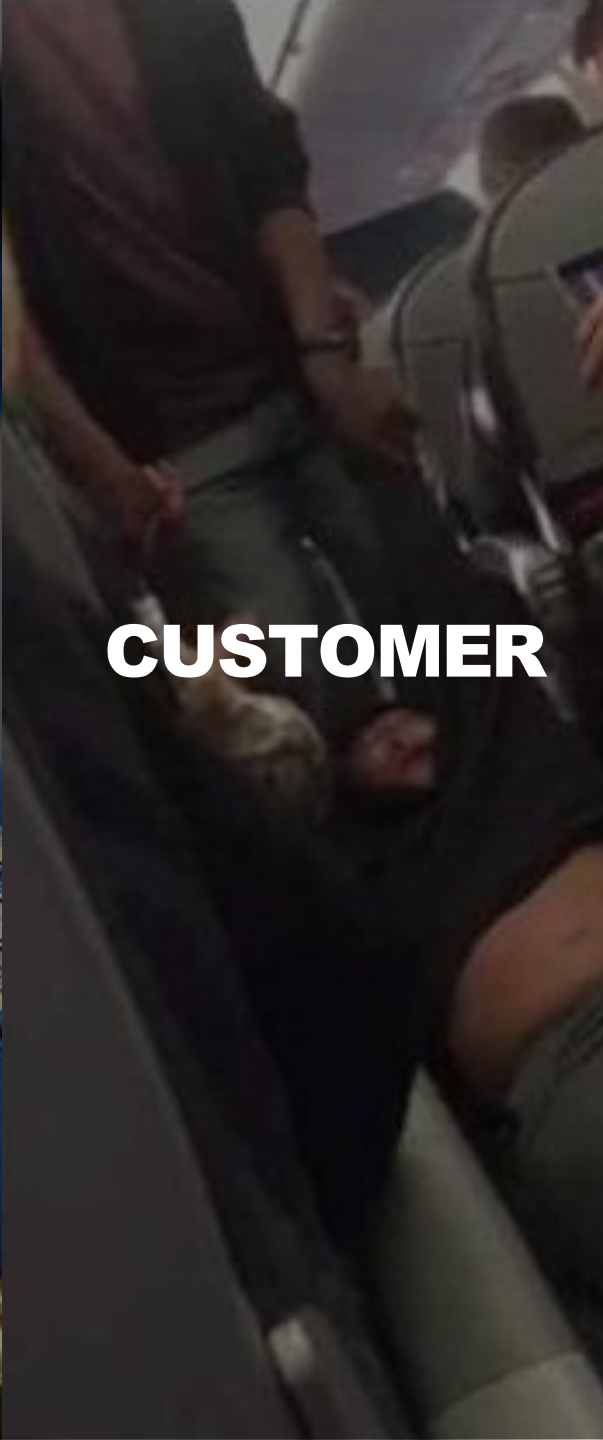
Economy of the European Union



PRODUCT



EMPLOYEE



CUSTOMER



BRAND

80%

**OF CEOs
BELIEVE
THEY
DELIVER A
SUPERIOR
EXPERIENCE**

**COMPETITIVE
ADVANTAGE**



THE EXPERIENCE GAP

8%

**OF THEIR
CUSTOMERS
AGREE**

Customer Journey Product



Frontline Mgr / Americas

CSAT NYC / Store 485

59%

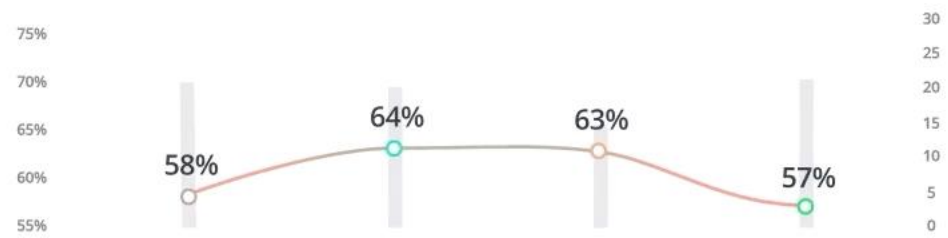
▲ 2 QoQ ▼ 3 vs Region

Open Tickets

13

1 overdue

Resolution Satisfaction Trend



Resolution Time Hrs

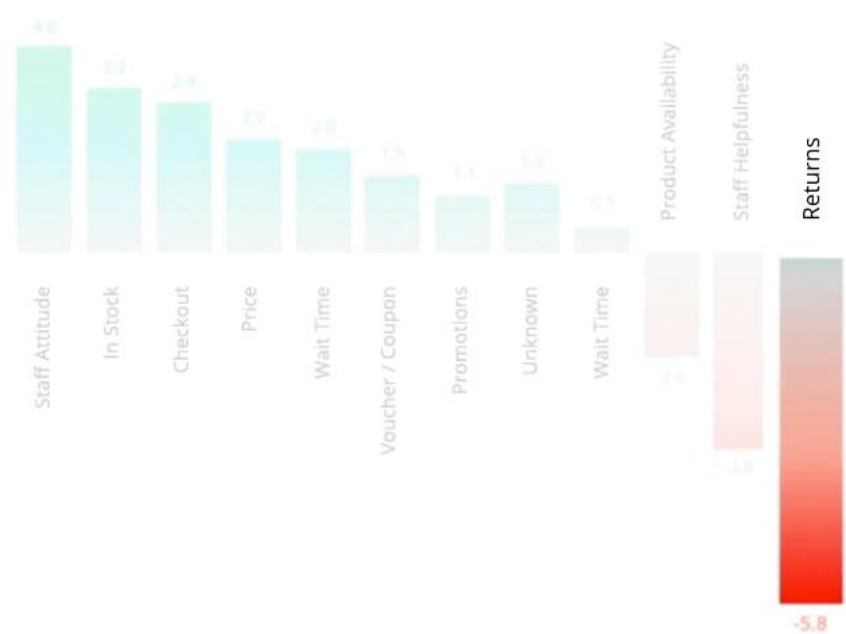
9.1

▼ 1.3 previous 12 Mo.

Closed Tickets Last 60

21

Customer Sentiment By Topic



Key Drivers of Satisfaction



Comments Americas

9,857 Responses Recent Sort by Time

- 7 Feb 15 12:05pm
 Suprised how inefficient and painful my return process was. Waited an hour for just 1 item.
[Returns](#)
- 4 Feb 23 6:12pm
 I had a pleasant experience returning my merchandise even though I was one day past 30 days.
[Returns](#)
- 6 Feb 19 1:49pm
 Return process was tedious and time consuming. I had to submit multiple emails and receipts before I was contacted to help. Frustrated!
[Returns](#)
- 5 Feb 21 7:15pm
 Always find variety in all departments and staff very friendly and helpful with my return.
[Returns](#)
- 9 Feb 10 4:18pm
 The main problem with this store is that you usually have very few, or not enough check outs open. This is especially annoying if you are only returning a few items. The self serve check outs seem to cause more problems than similar sys-

Topics / Comments Americas



9,877 Responses

Recent ▾

Sort by Time ▾

-7

Feb 26 6:25pm

I will be **returning** this item as not true to size, bought same item 6 months ago which fitted perfectly now item is **too small** around chest. I have found over recent years sizes in Womens and Mens clothing vary considerably.

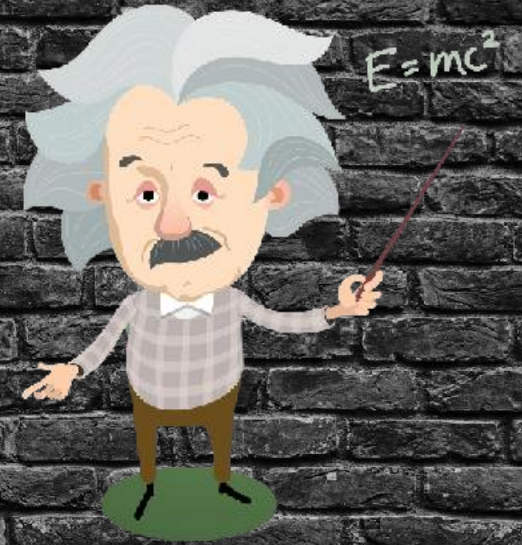


BRAIN

NEOCORTEX

MAMMALIAN

REPTILIAN



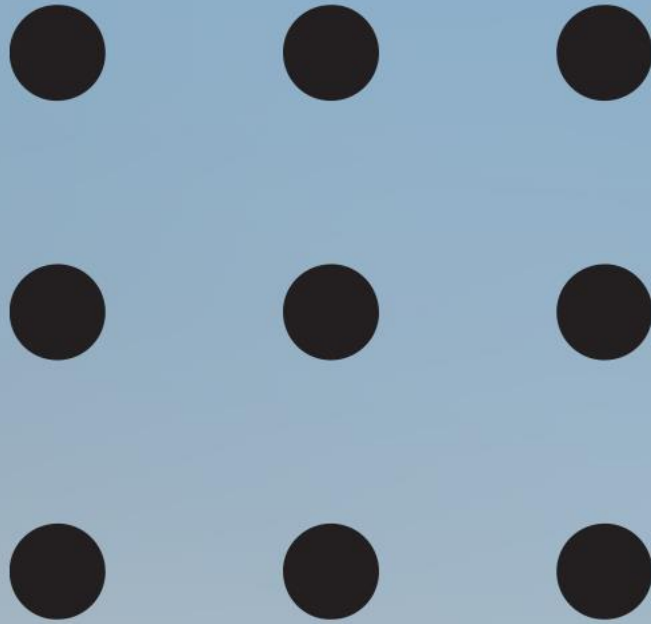


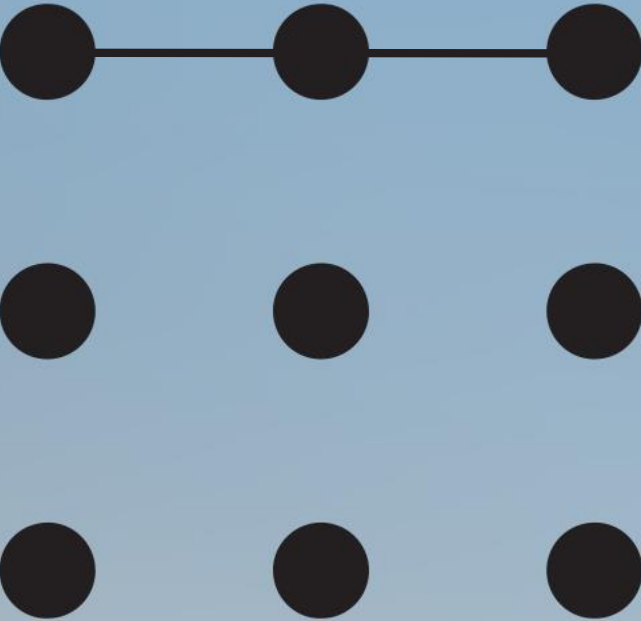
THINKING

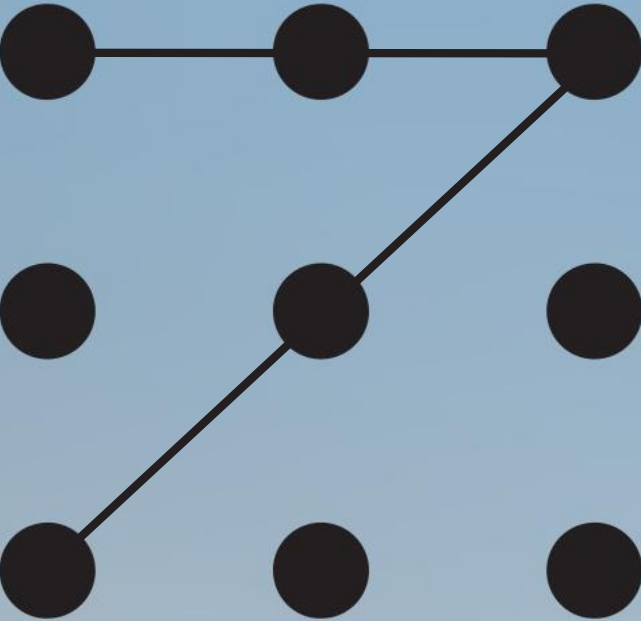
PLEASURE

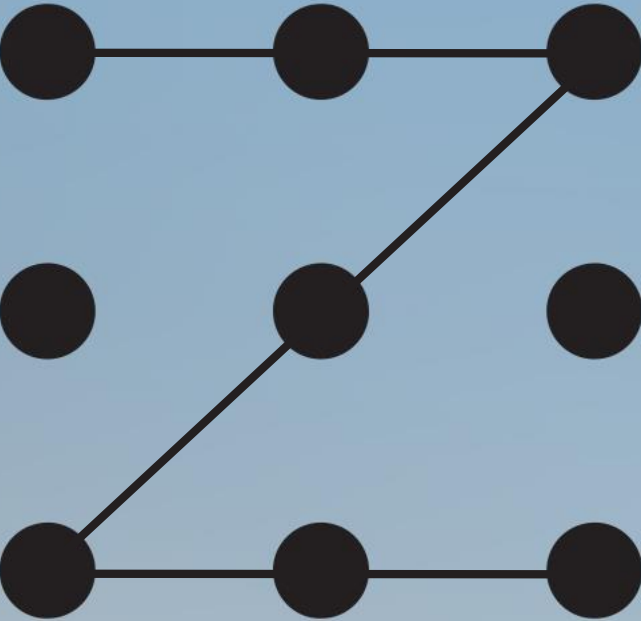
SAFETY

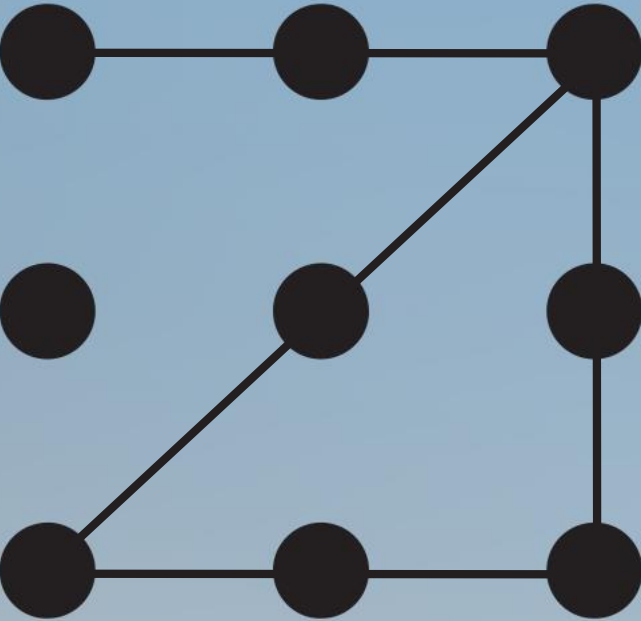


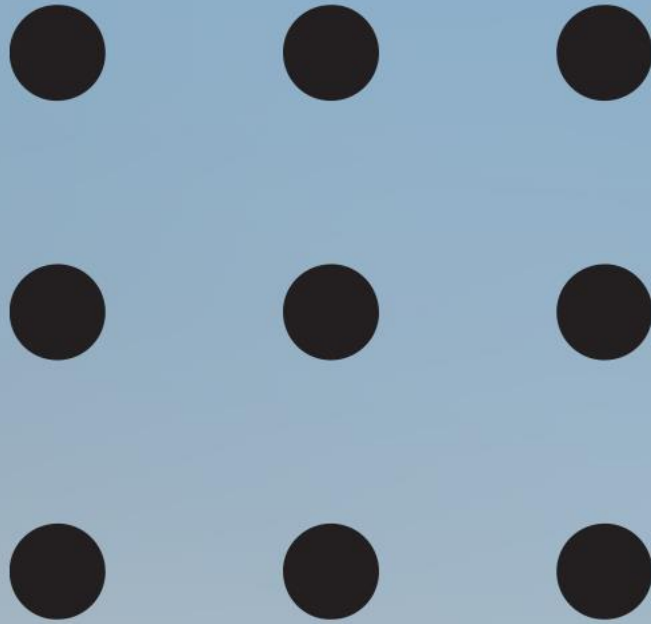


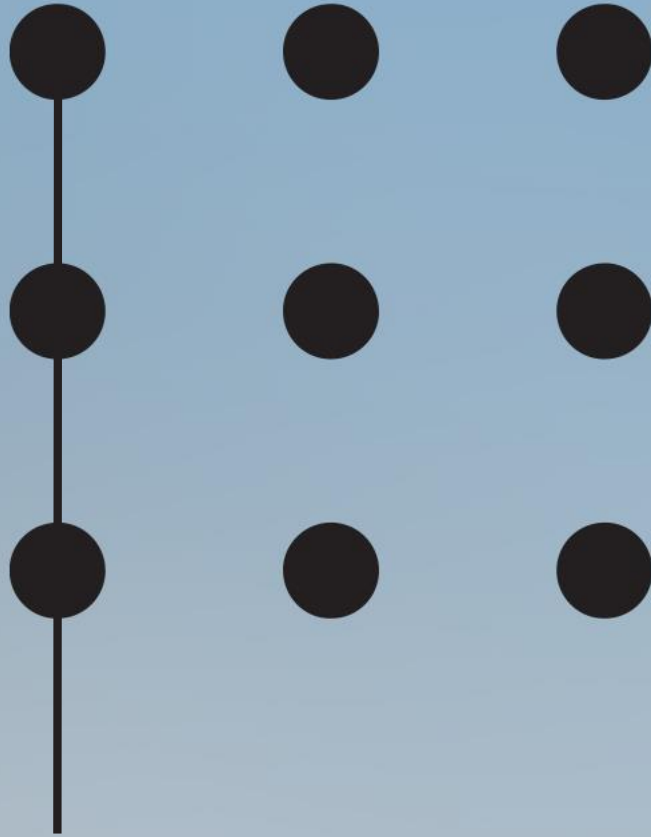


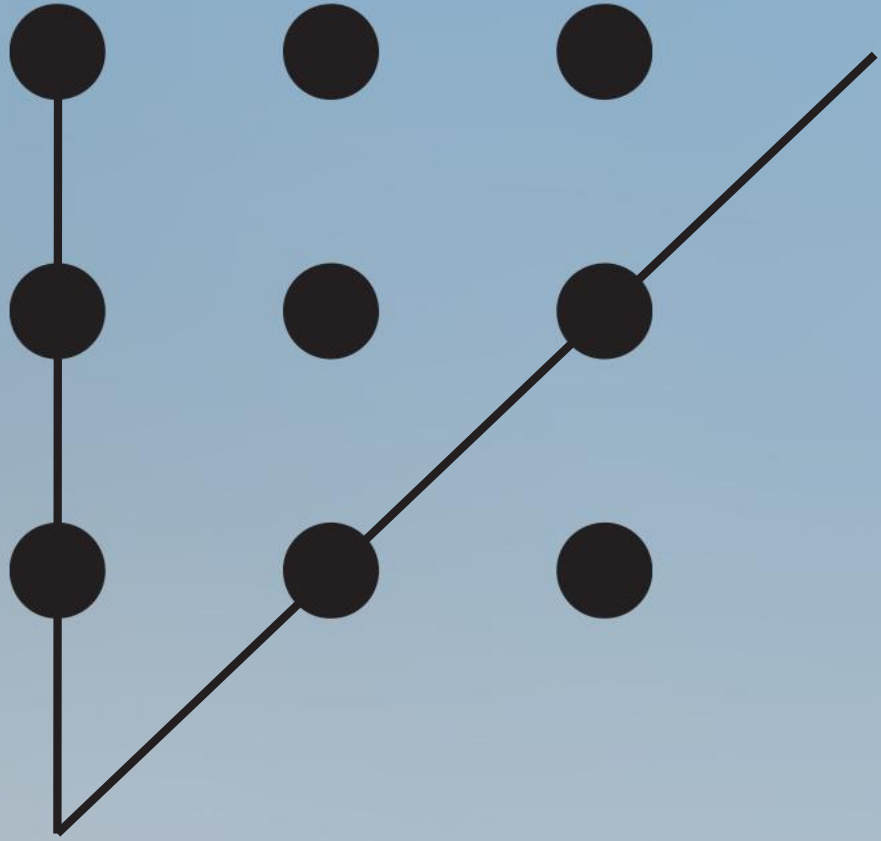


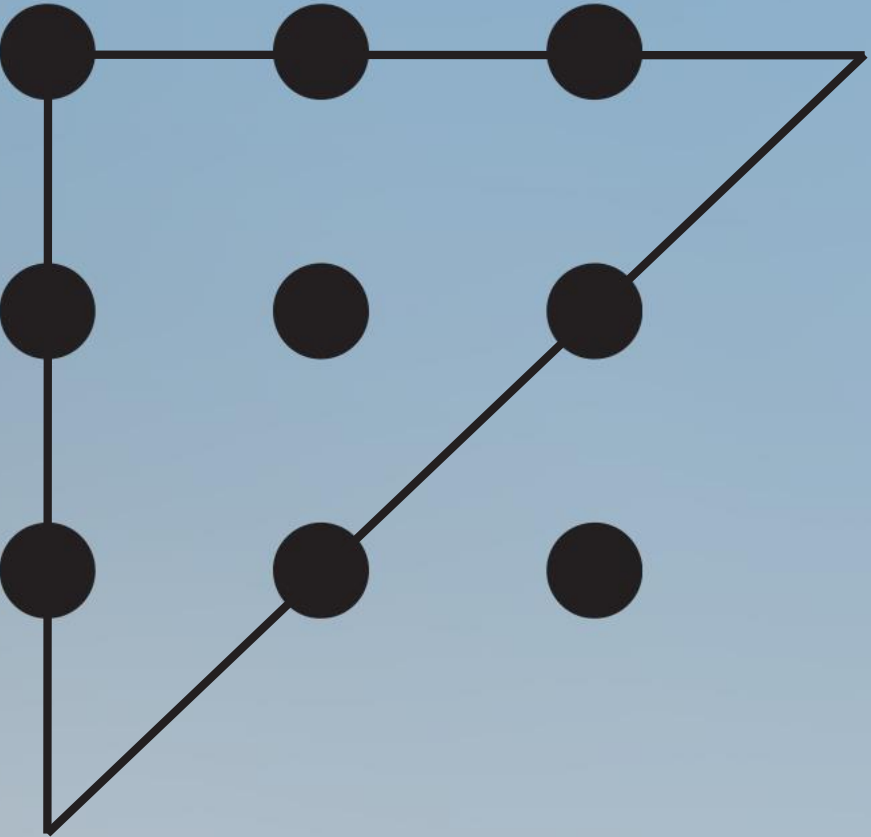


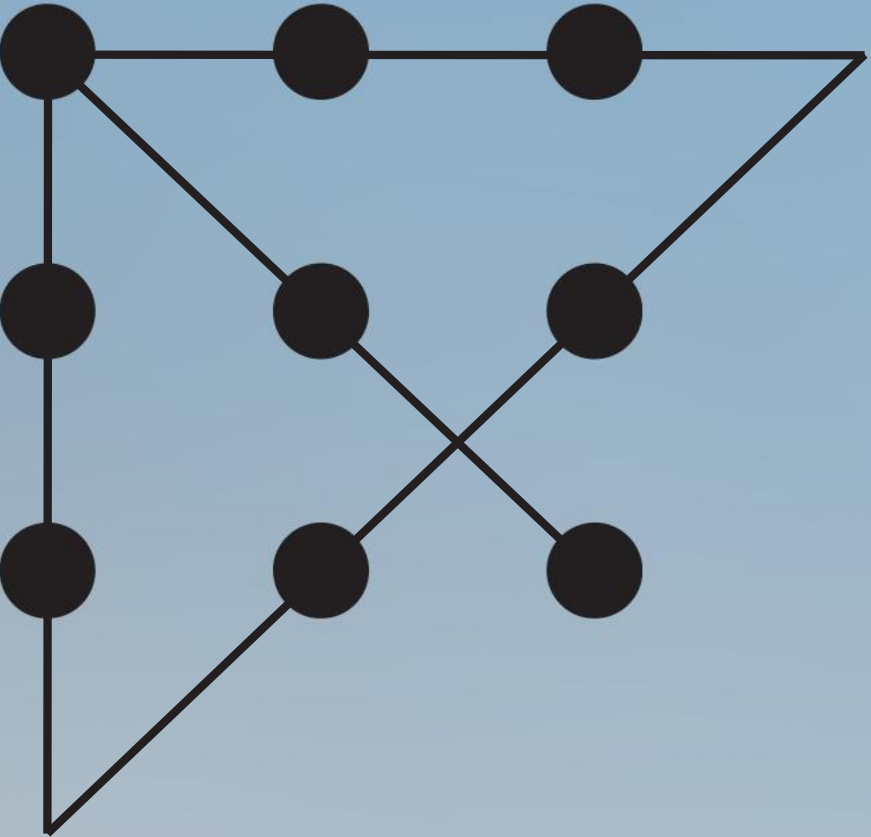


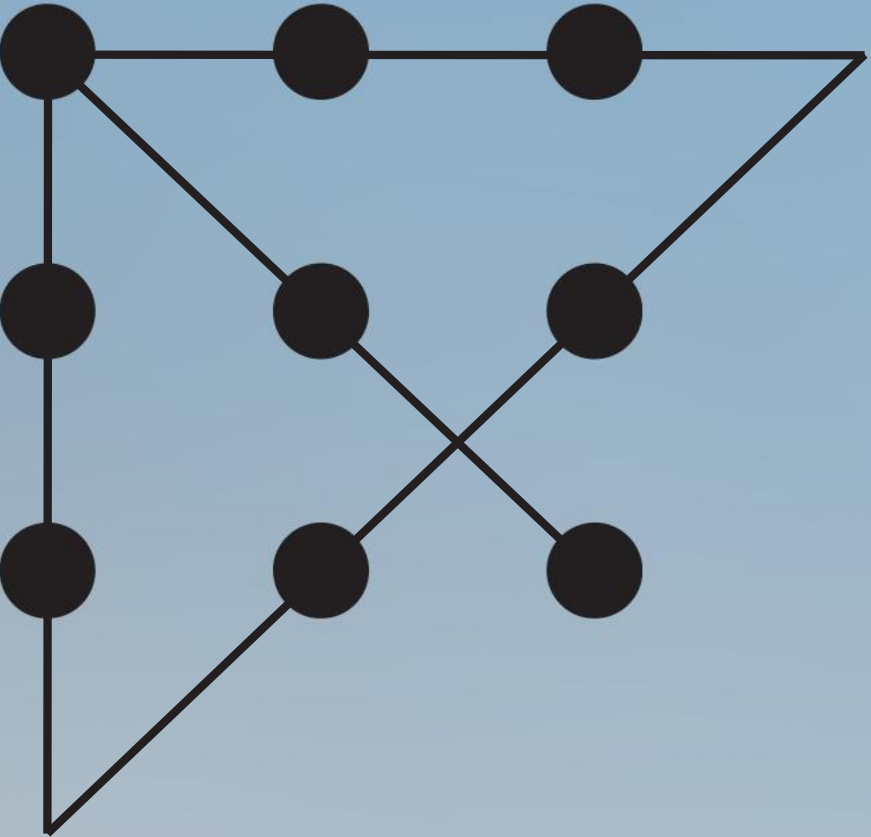


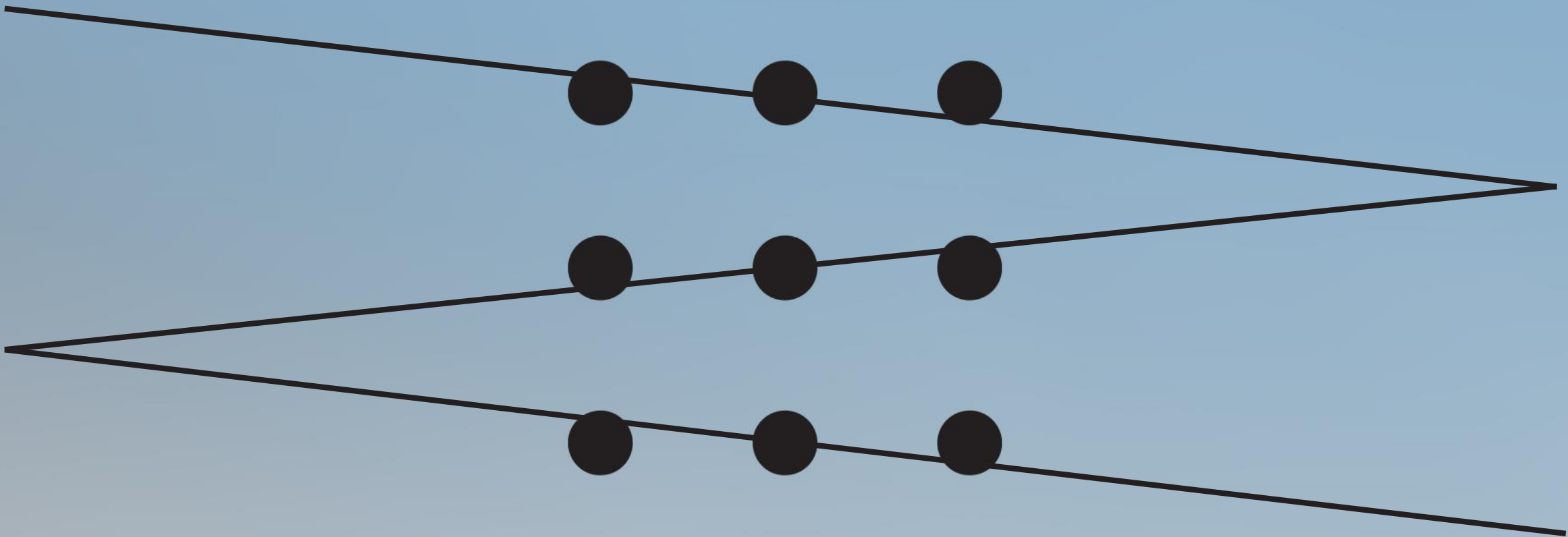


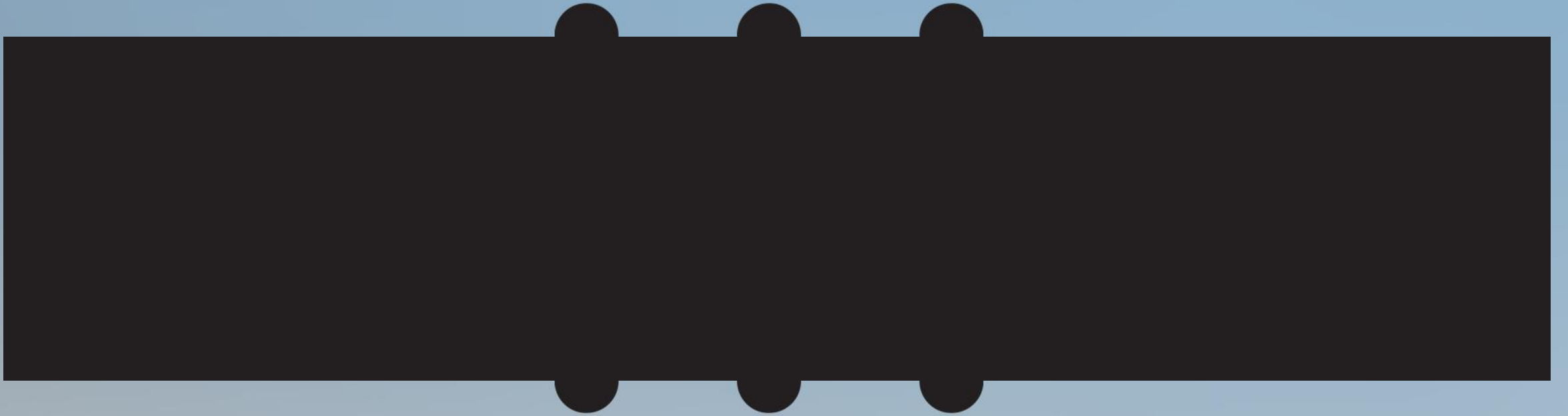














INNOVATION

EXPERIENCE

ROUTINES

A low-angle, upward-looking photograph of several modern skyscrapers with glass facades, reaching towards a clear blue sky. The perspective creates a sense of height and scale. The word "BUSINESS" is overlaid in the center in a large, white, bold, sans-serif font.

BUSINESS

SHOPPING

avecbox

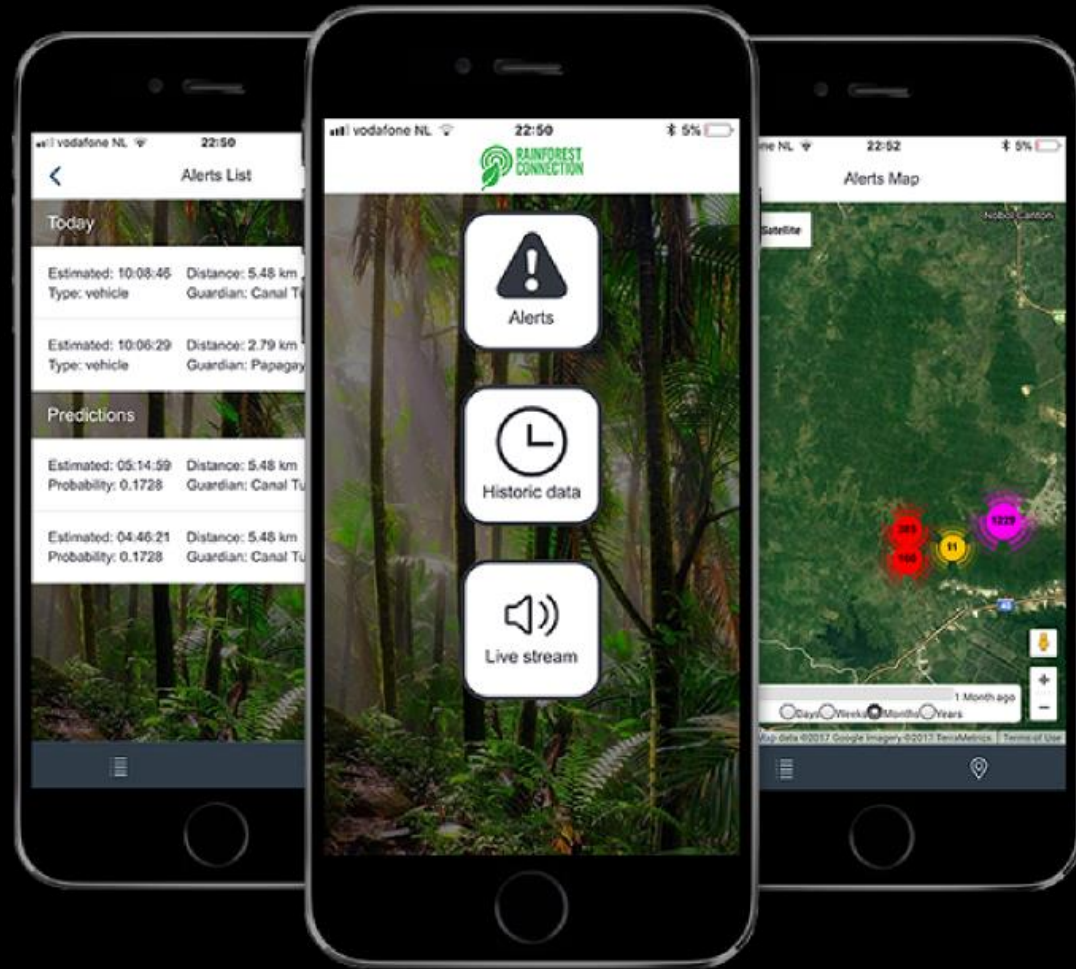
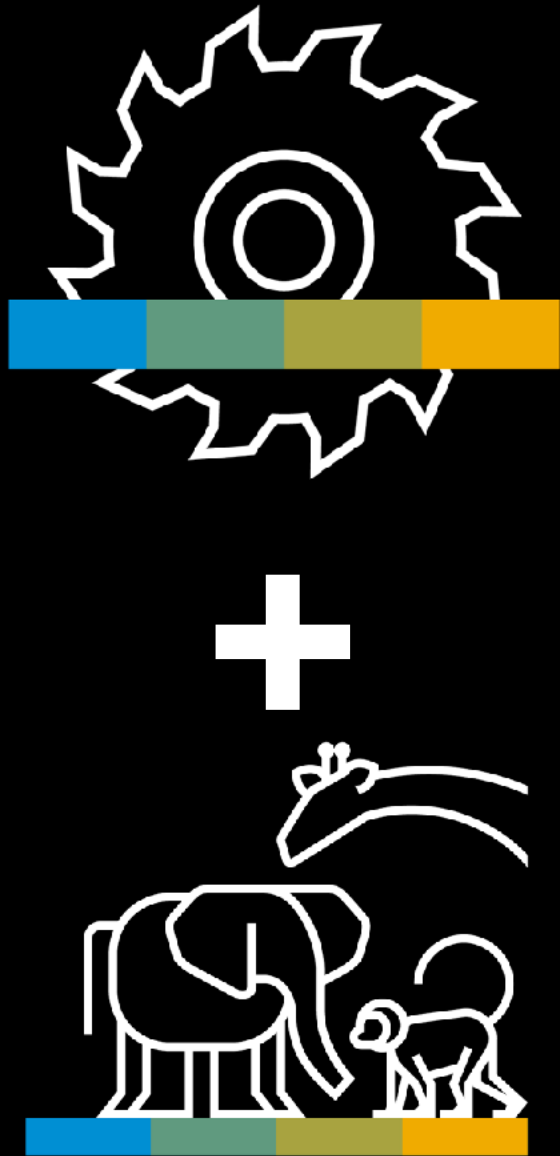


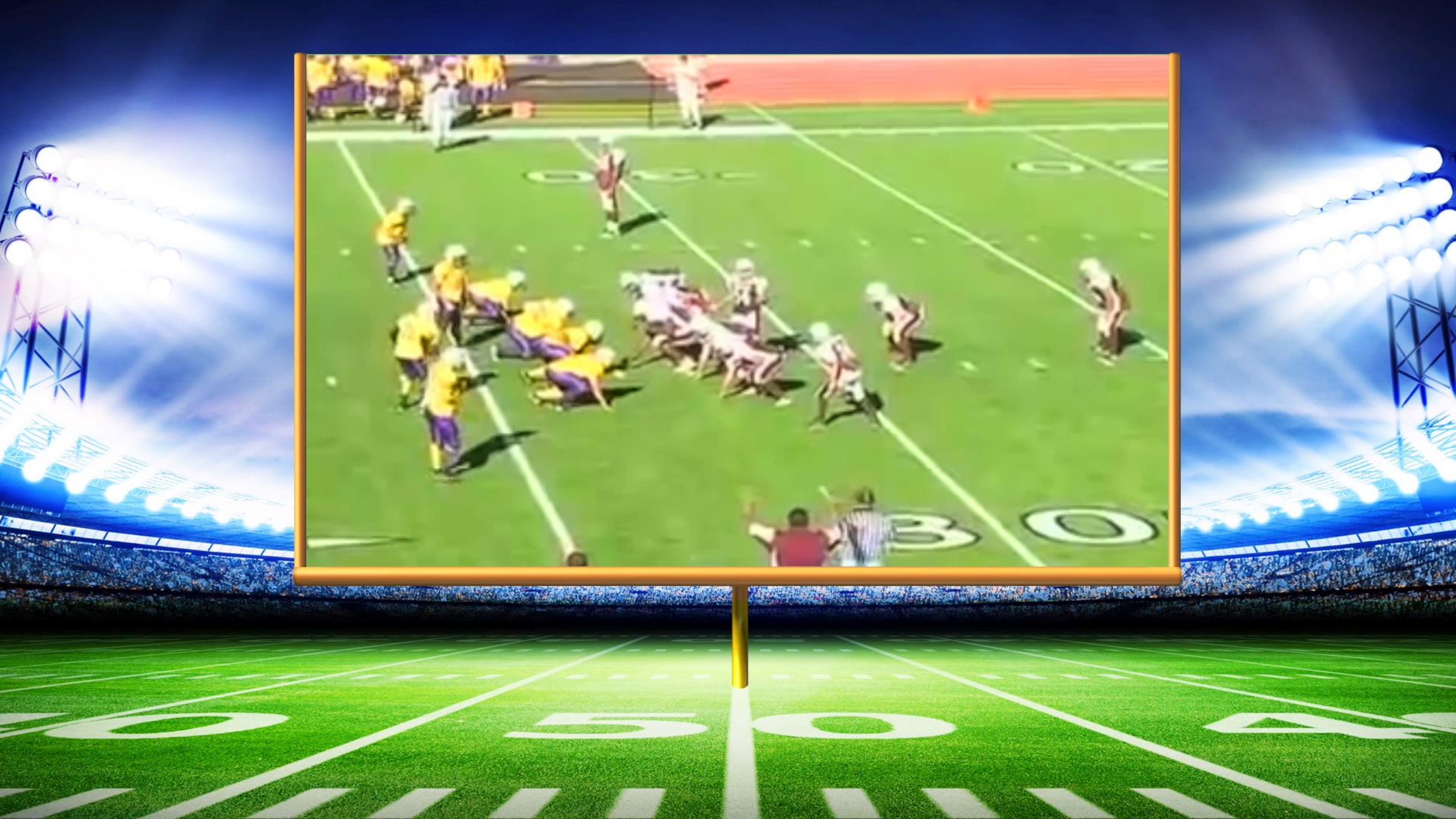
SAP OFFICE OF THE
CTO MEE

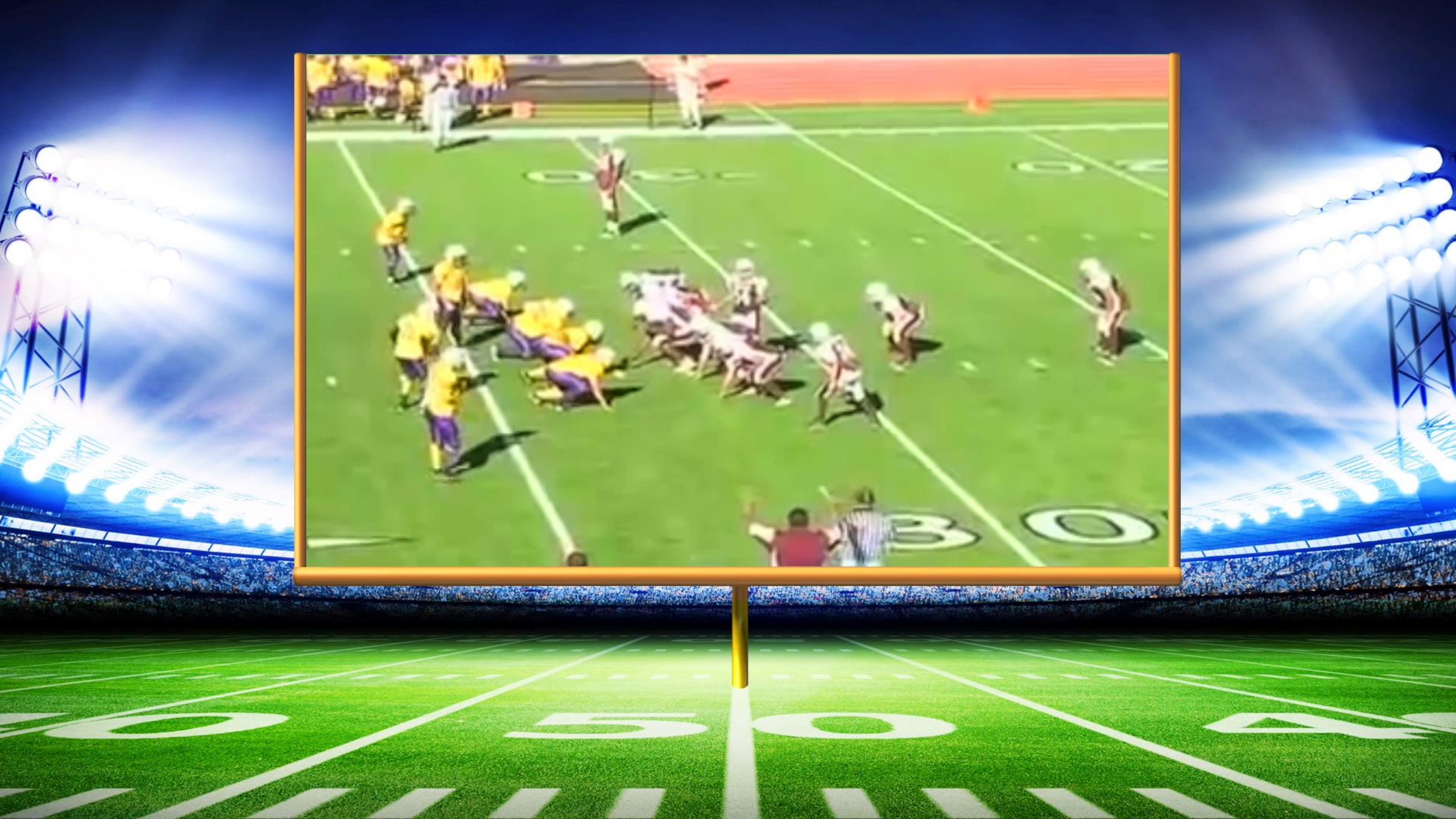
RAINFOREST

IT'S SIMPLE.











markrabben.com