SAPPHIRE NOW in 2019

Overarching Message
IE + XM: Building an Intelligent Enterprise in the Experience Economy

The SAPPHIRE NOW Experience
Built to bring the Intelligent Enterprise to life. Designed to provide buyers with outcomes and action plans on how to respond to their opportunities and challenges.

Keynote & Best-Run Theater
Day 1: Bill + guests
Day 2: Hasso + guests
Day 3: External Spotlight Speaker
Best Run Theater: features SAP’s top SMEs with a mandatory customer/partner/external speaker to accompany them on stage

NEW Showfloor Experience

5 neighborhoods
Focused on the five main pillars of the Intelligent Suite. Each neighborhood is activated by a customer showcase:
- Manufacturing and Supply Chain: Design-to-Operate
- Customer Experience: New Era
- Digital Core: Under Armour
- People Engagement: Tapestry
- Network and Spend Management: TBD

3 pavilions
Industries, Services and Support, and Platform and Intelligent Technologies. Designed to allow attendees to have technology, service or industry specific conversations

1 showcase
central, experiential showcase, bringing the Experience Management (Qualtrics+SAP) story to the center

- Larger keynote hall
- Larger meeting center
- More sitting and networking space, with food & drink around every turn
- Dining hall moved fully to new tented space
IE + XM:

Building an Intelligent Enterprise in the Experience Economy
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<th>Day</th>
<th>Time</th>
<th>Event</th>
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<td>Mon</td>
<td>A.M.</td>
<td>SAP Global Partner Summit</td>
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<tr>
<td>Mon</td>
<td>P.M.</td>
<td>ASUG Pre-Conference</td>
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<td>Evening</td>
<td>Special Interest Activities</td>
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<tr>
<td>Tue</td>
<td>A.M.</td>
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<td>Tue</td>
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<td>SAP Keynote</td>
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<td>Wed</td>
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<td>Special Interest Activities</td>
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<td>Thu</td>
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<td>SAP Select Reception</td>
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**SAP, ASUG Hub, and exhibitor areas open:**

- **Tue:** 10:30 a.m.–4:30 p.m.
- **Wed:** 10:30 a.m.–6:00 p.m.
- **Thu:** 10:30 a.m.–5:30 p.m.
It’s time for change

- SAPPHIRE NOW has maintained the same format since 2000
- Customers no longer buy or consume our technology the same way
- The SAP customer base is diverse and we need to appeal to ALL audiences
- We must support the Customers for Life model
- We must bring the Intelligent Enterprise to life in a way that is easy for customers to navigate
- Our event portfolio must continue to illustrate our commitment to innovation
Accelerating changes in economy, society, and environment affect every company.
“I need to support business model innovation in order to drive growth”

“I need to apply intelligence to data in order to make business decisions easier”

“I am focused on improving the way that we utilize resources to drive productivity”

“Make the most of your resources.”

“I am working to better attract and engage an increasingly diverse workforce to drive business results”

“Build a more engaged workforce.”

“I have to quickly address the needs of increasingly demanding customers in order to stay competitive”

“Delight empowered customers.”

“Accelerate decisions with intelligence.”
How we deliver the Intelligent Enterprise

- Manufacturing and Supply Chain
- Customer Experience
- Digital Core
- People Engagement
- Network and Spend Management

- Platform and Intelligent Technologies
- Industries
- Services and Support
A SAPPHIRE NOW built to bring the Intelligent Enterprise to life.
“I have to quickly address the needs of increasingly demanding customers in order to stay competitive.

How can SAP help me deliver personalized digital commerce experiences, so that we can attract, engage and retain empowered customers?”

Director of IT eCommerce

Bringing the pieces together to tell a story.
SAPPHIRE NOW Session Types

**Best Run Theater Presentation**
- 500 Seat Theater keynotes: 20 minutes, slides and story line to be prepared with coach and graphic designer

**Theater Presentation**
- In 150 seat theater, 20 minutes, 1 speaker, 12 slides max, customer cases preferred, speaker coaching offered

**Interactive Session**
- 45 seat topic area, 40 minutes, 2 moderators, interactive discussion (Q&A, white boarding...)

**Topic Station**
- All day long, 1 computer and 4 chairs

**Small Theater Session**
- SME and Exhibitors only, 45 seat topic area, 20 minutes, 1-2 speakers, 12 slides max, coaching offered for moderator

**Demo Session**
- 45 seat topic area, 20 minutes, 1 speaker, live demo

**Workshop**
- 40 minutes, 16 participants, 2 moderators, interactive discussion with clear outcome. Suggestion: run repeat workshops.

**Panel Discussion**
- In 150 seat theater, 40 minutes, 1 moderator & 3 panelists (customers preferred), 5 slides max, coaching offered for moderator

**Ask the Expert**
- Expert bar, all day long, several experts per bar

**Ask the Customer**
- Customer bar, flexible timeframe, 1 customer speaker, 1: few session

**Topic Station**
- All day long, 1 computer and 4 chairs
Bringing intelligence into the applications used to manage customers, supply chains, networks, employees, and core business processes

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<tr>
<th>Manufacturing and Supply Chain</th>
<th>Customer Experience</th>
<th>Digital Core</th>
<th>People Engagement</th>
<th>Network and Spend Management</th>
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<tr>
<td><strong>Design-to-Operate</strong></td>
<td><strong>Lead-to-Cash</strong></td>
<td><strong>Total Workforce Management</strong></td>
<td><strong>Procure-to-Pay</strong></td>
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<tr>
<td>• Maximize the productivity of our people.</td>
<td>• Build customer profiles that are private and protected.</td>
<td>• Demonstrate support of four key intelligent scenarios.</td>
<td>• Build a people-centric business model.</td>
<td>• Integrate with the digital core and Intelligent Suite.</td>
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<tr>
<td>• Decrease risks in our global supply chain.</td>
<td>• Have visibility of an end-to-end customer journey.</td>
<td>• Enable integrated business management.</td>
<td>• Create the ideal employee experience.</td>
<td>• Benefit from insights gained from $2+ trillion in annual transaction volume on the Ariba Network.</td>
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<tr>
<td>• Create sustainable products.</td>
<td>• Build relationships beyond the sale.</td>
<td>• Enable seamless integration across the Intelligent Suite scenarios.</td>
<td>• Become a magnet for talent.</td>
<td>• Improve spending control via easy extensions and enhancements.</td>
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<tr>
<td>• Protect profits against increasing costs for materials and energy.</td>
<td>• Connect the back office to the front office for a seamless customer experience.</td>
<td>• Deliver next-generation human-machine interaction.</td>
<td>• Manage an agile workforce.</td>
<td>• Roll out new innovations using intelligent technologies that affect the entire process.</td>
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<tr>
<td>• Find skilled labor.</td>
<td>• Deliver transparency into sustainable and ethical practices.</td>
<td>• Apply intelligent technologies across business processes.</td>
<td>• Build an organization for the future.</td>
<td>• Tap into SAP’s digital platform for an easier approach to managing data.</td>
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Sharing our innovation and expertise.

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<th>Services and Support</th>
<th>Platform and Technologies</th>
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<td>• Understand how SAP enables the Intelligent Enterprise for your industry.</td>
<td>• Plan your SAP journey and receive guidance on becoming an intelligent enterprise.</td>
<td>• Manage data from any source (1st party or 3rd party) and in any format (structured or unstructured)</td>
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<tr>
<td>• See the end-to-end value of SAP.</td>
<td>• Leverage the latest SAP technologies; safeguard your SAP project; accelerate time-to-value.</td>
<td>• Support the development, integration, and extension of business applications</td>
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<tr>
<td>• Create an action plan for your digital business innovation.</td>
<td>• Maximize the value of your SAP investment; stay continuously successful; be ready for continuous innovation consumption.</td>
<td>• Apply intelligence to data and processes, through innovations such as Machine Learning, advanced analytics, and IoT</td>
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<td>• Experience how your industry can bring the Intelligent Enterprise to life through three components: end-to-end scenarios, embedded intelligence and modularity.</td>
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