SAPPHIRE NOW in 2020
Content Strategy and Connected Experience

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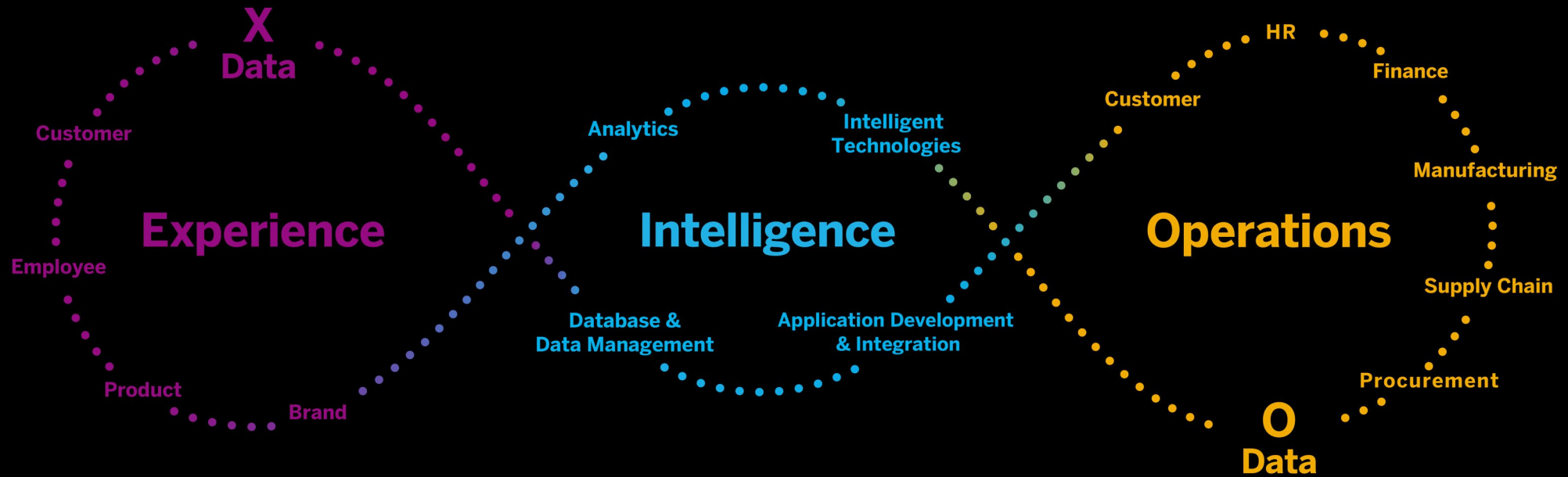
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THE BEST RUN **SAP**

Theme
Intelligent enterprises turn insight into action to win in the experience economy.

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Why Attend

Best-run businesses are intelligent enterprises that turn insight into action. They collect insights from customers, employees, products, and brands at every touch point. They use powerful technologies to sense opportunities, risks, and trends. And, they turn this intelligence into action across the business, changing outcomes for everyone – improving customer, product, and workforce experiences, and helping the enterprise to control spend, launch new business models, and accelerate data-driven disruption. Becoming an intelligent enterprise helps you to close the experience gap, unlock new sources of growth, and lead in your industry.

Attend SAPPHIRE NOW in 2020 to 'connect the dots' across departments to improve the experiences you deliver. Accelerate data-driven disruption company-wide. Meet the experts from SAP and across our ecosystem for expertise and guidance in the journey to becoming an intelligent enterprise.

SAPPHIRE NOW Program Structure
8 Neighborhoods

Business Technology Platform	Finance and Procurement	Human Resources	Intelligent Enterprise and Experience Management
Customer Experience	Partner Co-Innovation	Services and Support	Supply Chain and Manufacturing