



SAP Leonardo Live

Not just another business conference

Industry Innovations with SAP Leonardo: **Automotive and Discrete Manufacturing Industries**

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PUBLIC

Unprecedented innovation in the automotive industry

Fueled by sensors, Big Data, hyperconnectivity, and the blurring of industry boundaries

New business models

Based on shared mobility and connectivity services, automotive revenue pools could expand by 30% or US\$1.5 trillion.

Diverse mobility

30% of miles driven in new cars sold could be from shared mobility as early as 2050.

Asset optimization

Up to 15% of new cars sold in 2030 could be fully autonomous.

Mobile solutions

will change from one vehicle for all purposes to specific “shared” vehicles for specific needs.

Source: [McKinsey](#)



Digital leaders in automotive experience – **unforeseen technology barriers that inhibit innovation**

Technological innovation

Emerging, disruptive technologies and processes



ERP

ERP business systems; finance, procurement, supply chain management (SCM)



Enterprise assets

Asset management; documents; diagrams; health, safety, and environment (HSE) procedures



Business risks caused by innovation gap

73%

of automotive manufacturers' C-level execs were convinced that the IoT would change their industry, **but just 20% had a thought-through strategy for harnessing it***

Only

35%

of U.S. discrete manufacturers are currently collecting and using data generated by smart sensors to enhance manufacturing/operating processes**

Only

38%

currently embed sensors in products that enable end-users/customers to collect sensor-generated data**

Only

15%

of organizations have been able to move from reactive to predictive business by combining data from assets and sensors, with internal data***

Source: *Research conducted by Accenture for the World Economic Forum, April 2017. **PwC survey of U.S. manufacturers ***SAP Performance Benchmarking

Three essential traits of effective digital innovation leaders



Acquire capabilities

Successful digital leaders understand that they must acquire the needed capabilities and realize those that aren't yet developed within their team.



Challenge everything

Effective digital leaders challenge everything, including the status quo and the historical norms that they have learned.



Be quick and data-driven

Digital leaders need to move to a cycle of continuous delivery and improvement, adopting methods such as agile development and live beta, supported by Big Data analytics, to increase the pace of innovation. To continually improve, digital leaders must continue to experiment.

“You always knew digital was going to change things, but you didn't realize how close to home it would hit. In every industry, digital competitors are taking advantage of new platforms, tools, and relationships to undercut competitors, get closer to customers, and disrupt the usual ways of doing business. **The only way to compete is to evolve.**” James McQuivey, Forrester Research Inc.

Go from unrecognized technological barriers inhibiting innovation to...

Removing barriers to intelligently connect people, things, and businesses

Technological innovation

Emerging, disruptive technologies and processes



Real-time analytics

Machine learning

IoT

Big Data

Blockchain

ERP

ERP business systems; finance, procurement, SCM



Digital platform

Enterprise assets

Asset management, documents, diagrams, HSE procedures



Value of intelligently connecting people, things, and businesses

What if I could manage the health of all our complex manufacturing assets – automatically?

What if I could manage the wallet of my digital consumers – automatically?

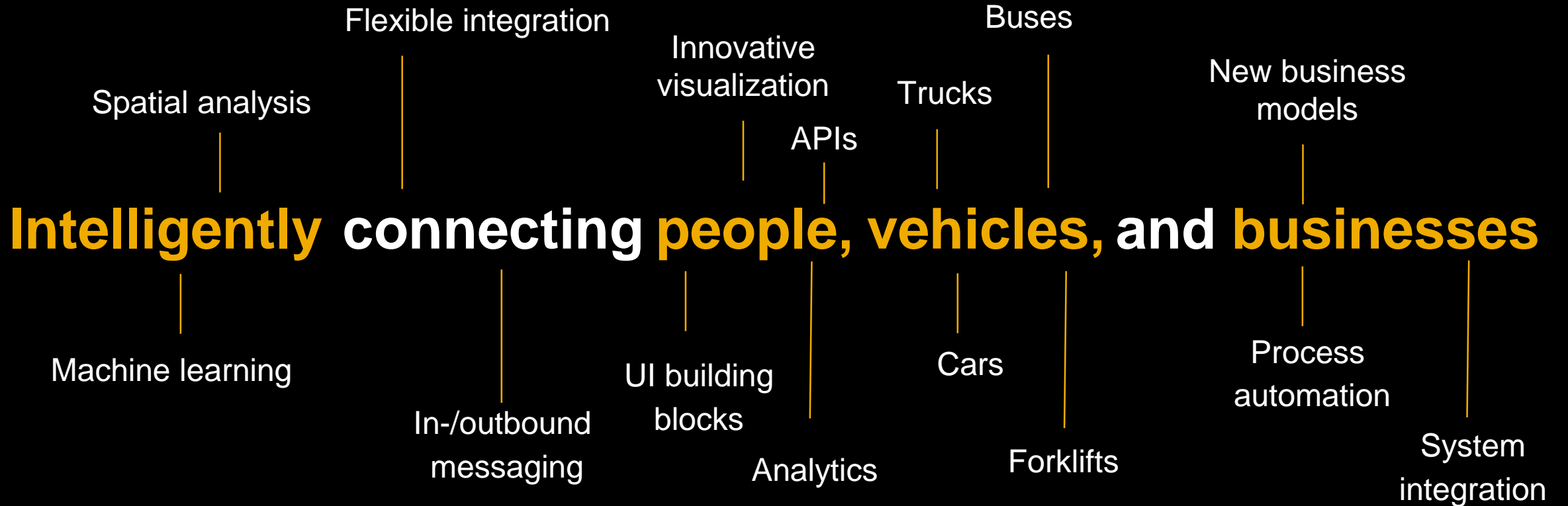
What if I could know the exact whereabouts of any order – from any supplier, to any customer – right now?

VP of manufacturing

VP of digital service

VP of supply chain

SAP Leonardo is our **digital innovation system ...**



That integrates today's **transformational technologies**



Internet of Things

Connecting things with people and processes

Connected products, assets, and fleets to drive the Industrial IoT

Connected infrastructures, markets, and people to enable the Internet of Everything



Analytics

Insights that enable transformative actions

All analytics across your business

Embedded machine learning

New processes and applications based on insights



Big Data

Manage vast amounts of Big Data

Distributed storage and computing

Real-time insight discovery

Insights embedded into business processes



Machine learning

Intelligence enabled by learnings from data

Embed intelligence into enterprise applications

Integrate intelligence to solve common business challenges

Train and deploy deep-learning models



Cloud platform

Foundation for SAP Leonardo

Common foundation across applications and technology

(In-memory) real-time data management

Integration of things, people, and processes



Blockchain

Blockchain services embedded into business applications

Increased trust in peer-to-peer transactions

Full visibility of goods provenance and history of ownership

Increased auditability and decreased fraud



Design thinking

Innovative, engaging methodology

Uncover the opportunities for your digital transformation

Use the SAP Build tool to ideate and create rapid, interactive prototypes

Understand user needs



Data intelligence

Put data into business context

Trusted, real-time benchmarks

Decision-making scenarios

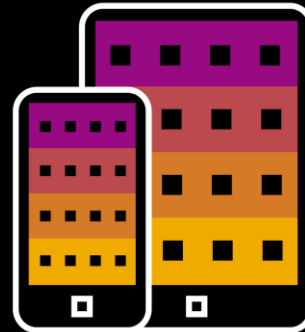
Data asset monetization

SAP Leonardo applied – across three automotive scenarios



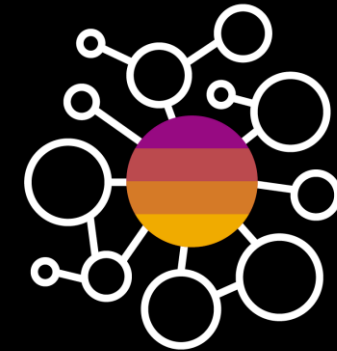
Real-time platform

SAP has the market-leading in-memory platform – SAP HANA.



Business applications

SAP is a market leader for business process applications, and for mobile and business analytics.



SAP Vehicle Network

SAP offers a B2B marketplace for mobile car apps and services powered by SAP Cloud platform, part of SAP's business networks group.

Strategic priority: Big Data

Driving high performance with SAP Business Suite powered by SAP HANA and the Internet of Things



Tobias Moers
Chairman of the Board of Management

Strategic priority: SAP Vehicles Network

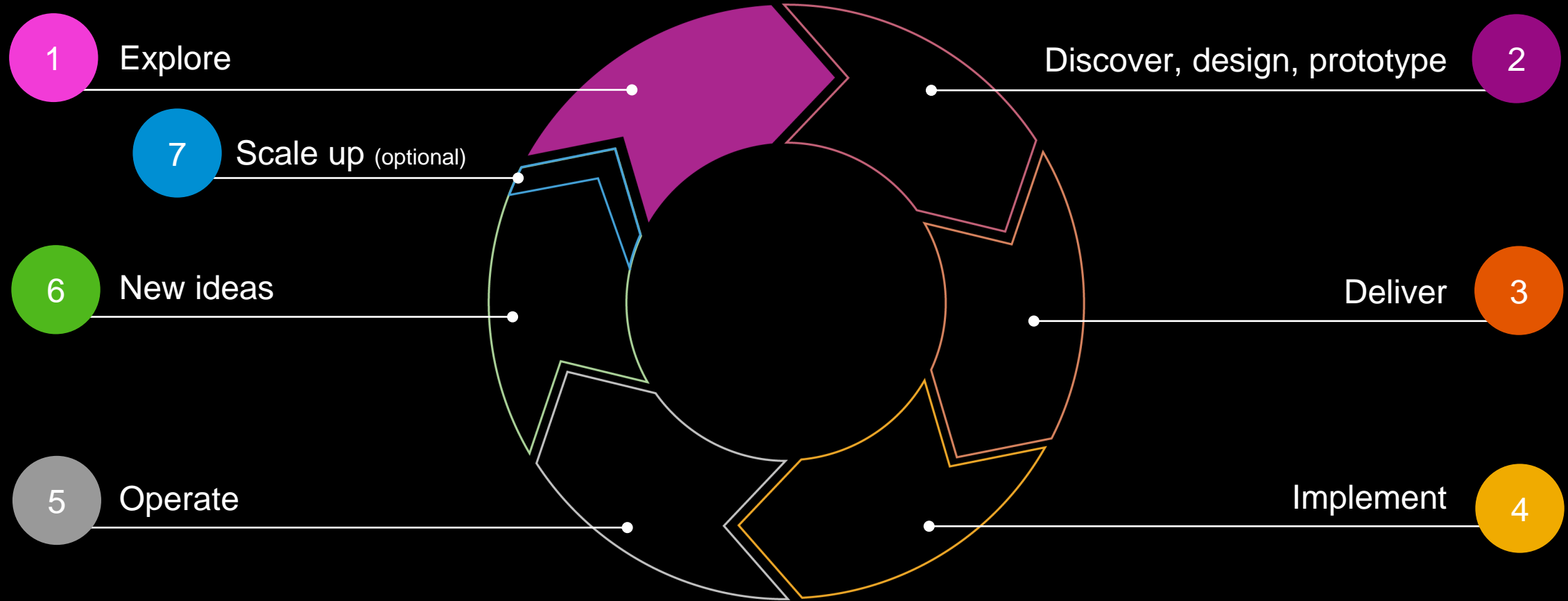
A B2B vehicle and mobile-centric marketplace



Kenny Hawk
CEO, Mojo

How do we engage with **customers** to innovate using SAP Leonardo?

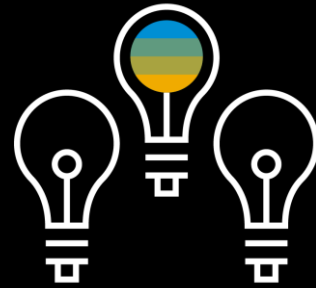
Unlike off-the-shelf software, **innovation** requires collaboration and idea sharing



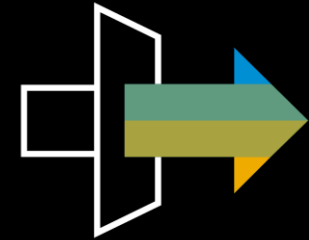
Next step: conduct an exploration workshop together



Find the right path



Strategize use cases



**Build the road map to
innovation**

SAP Leonardo

How do I see innovation in action?

Visit [SAP Leonardo Centers](#) in New York or Palo Alto, California

Thank you.

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