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SAP Business Technology Platform

What Businesses Can Learn From the NFL Journey and Apply it to an Effective Digital Transformation Strategy

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A scoreboard is centered at the top of the image, flanked by two large stadium light fixtures. The scoreboard is a rectangular board with a white border, divided into two rows and four columns. The top row contains 'HOME', a score of '19-14', and 'GUESTS'. The bottom row contains 'DOWN', 'TO GO', 'BALL ON', and 'QTR.'. The numbers and text are displayed in a dot-matrix font. The background is a dark stadium with a green football field visible at the bottom. The field has white yard lines and large white numbers '33' and '0' on either side of the center line. A red football is on the center line.

HOME	19-14	GUESTS	
DOWN	TO GO	BALL ON	QTR.

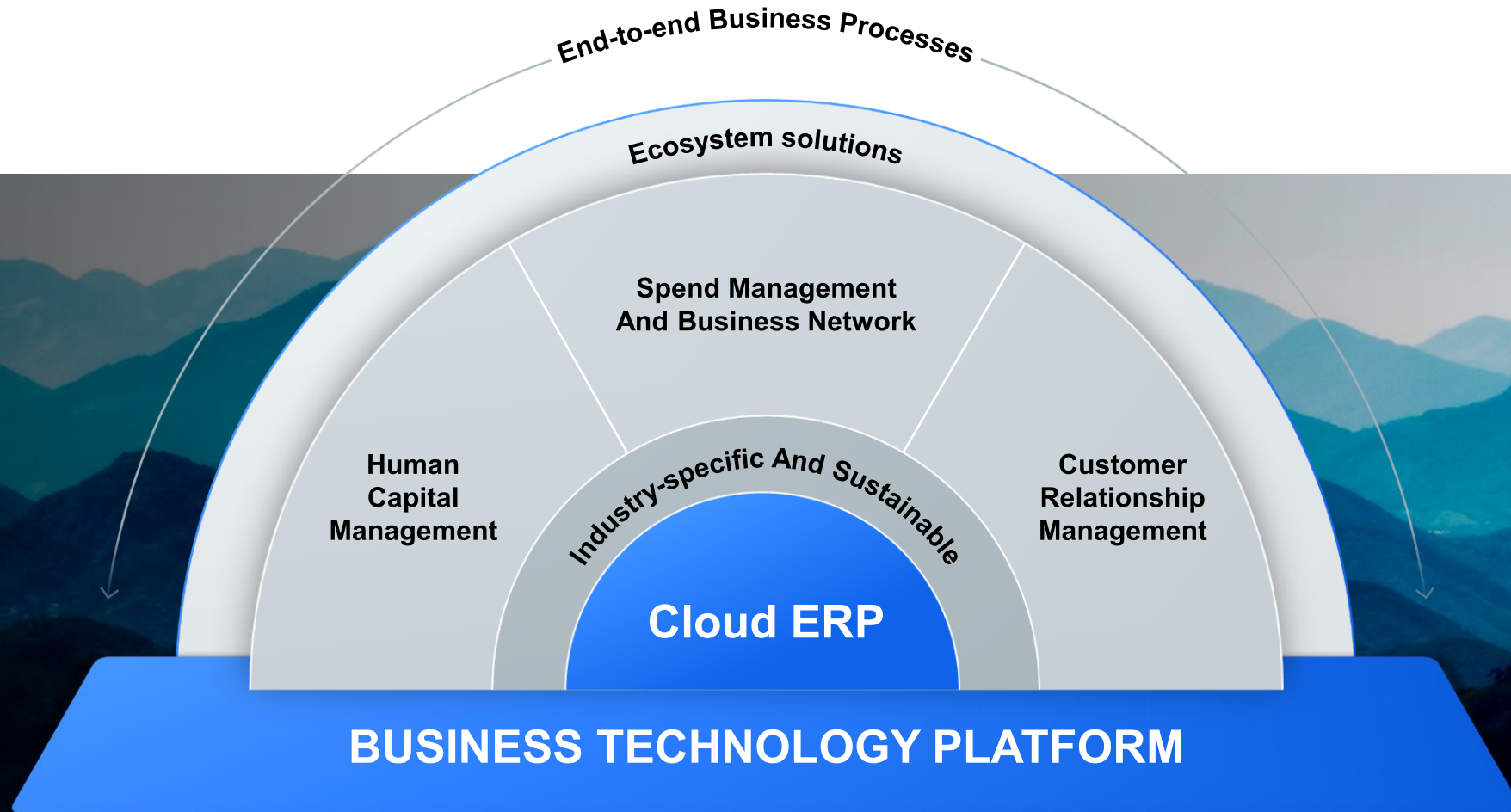
Greatness Requires Preparation

***“One Season
in the NFL
equates to
10 Years in
Business.”***

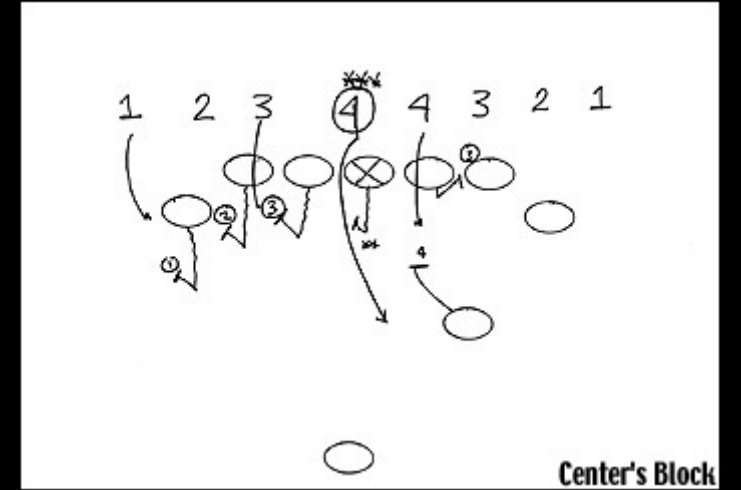
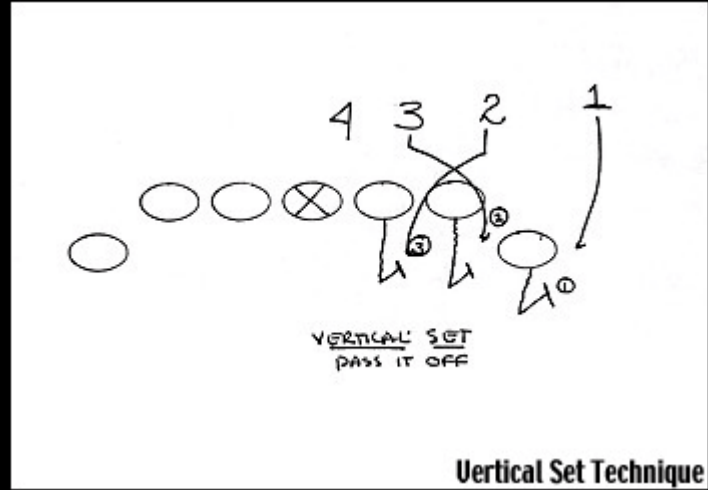
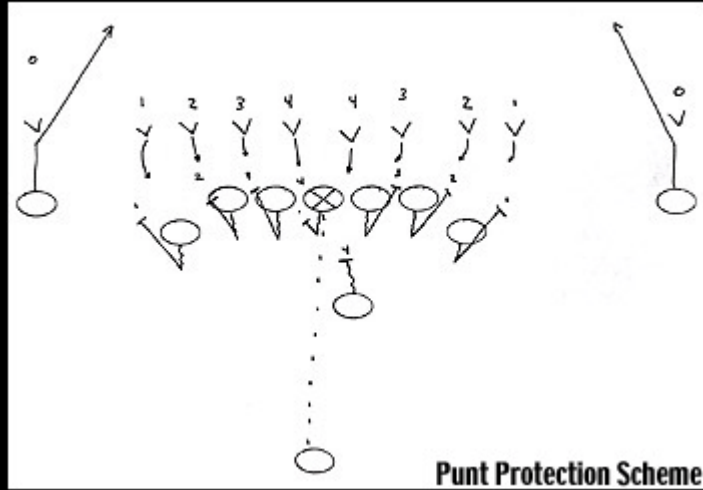
(and everyone sees it unfold weekly)



Firm Foundation + Conditioned Core = Immense Innovation

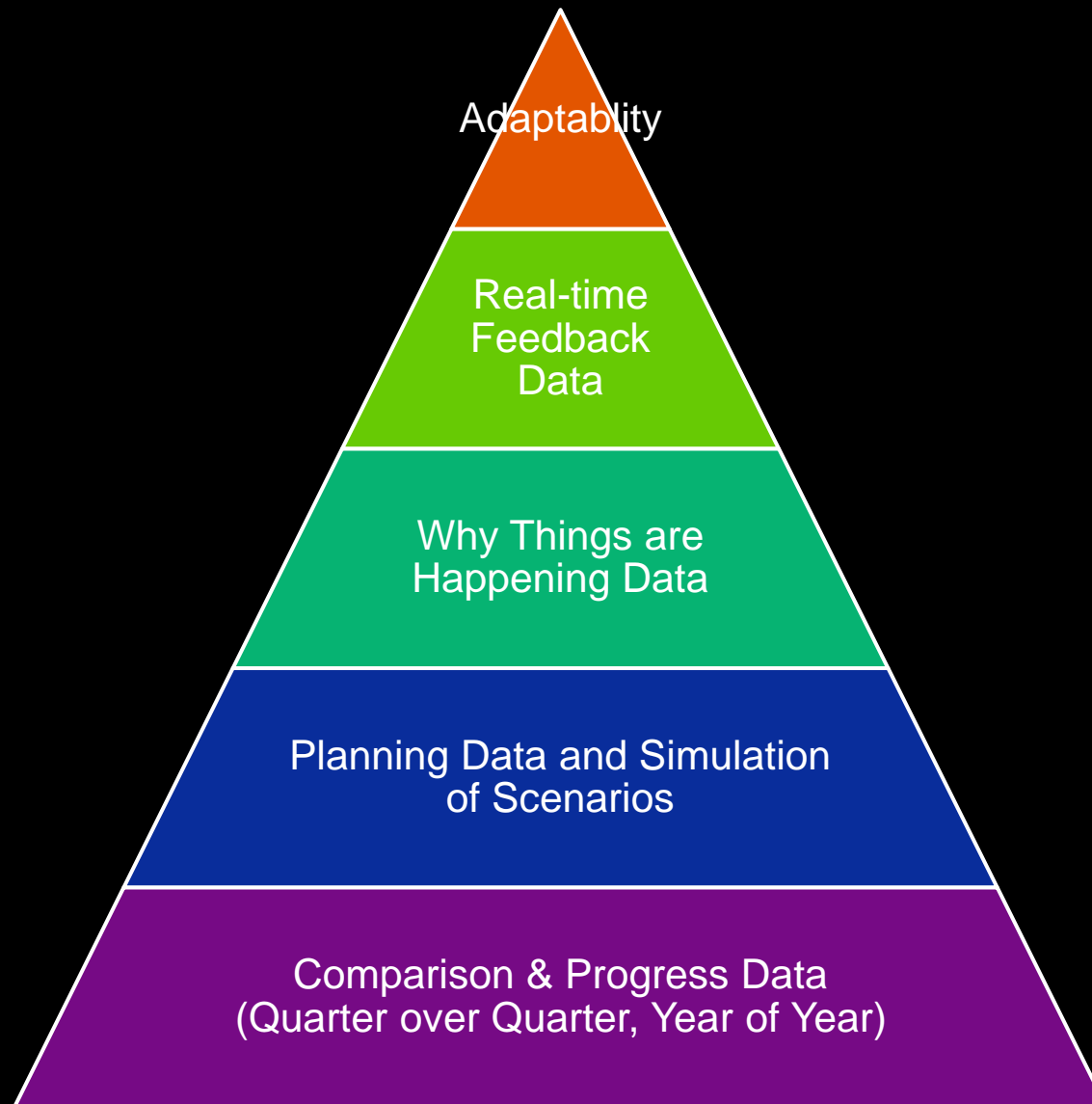


Punt Coverage Operation



- ❑ Punt Team & Formation
- ❑ Punt Direction
- ❑ Punt Hang Time
- ❑ Punt Coverage

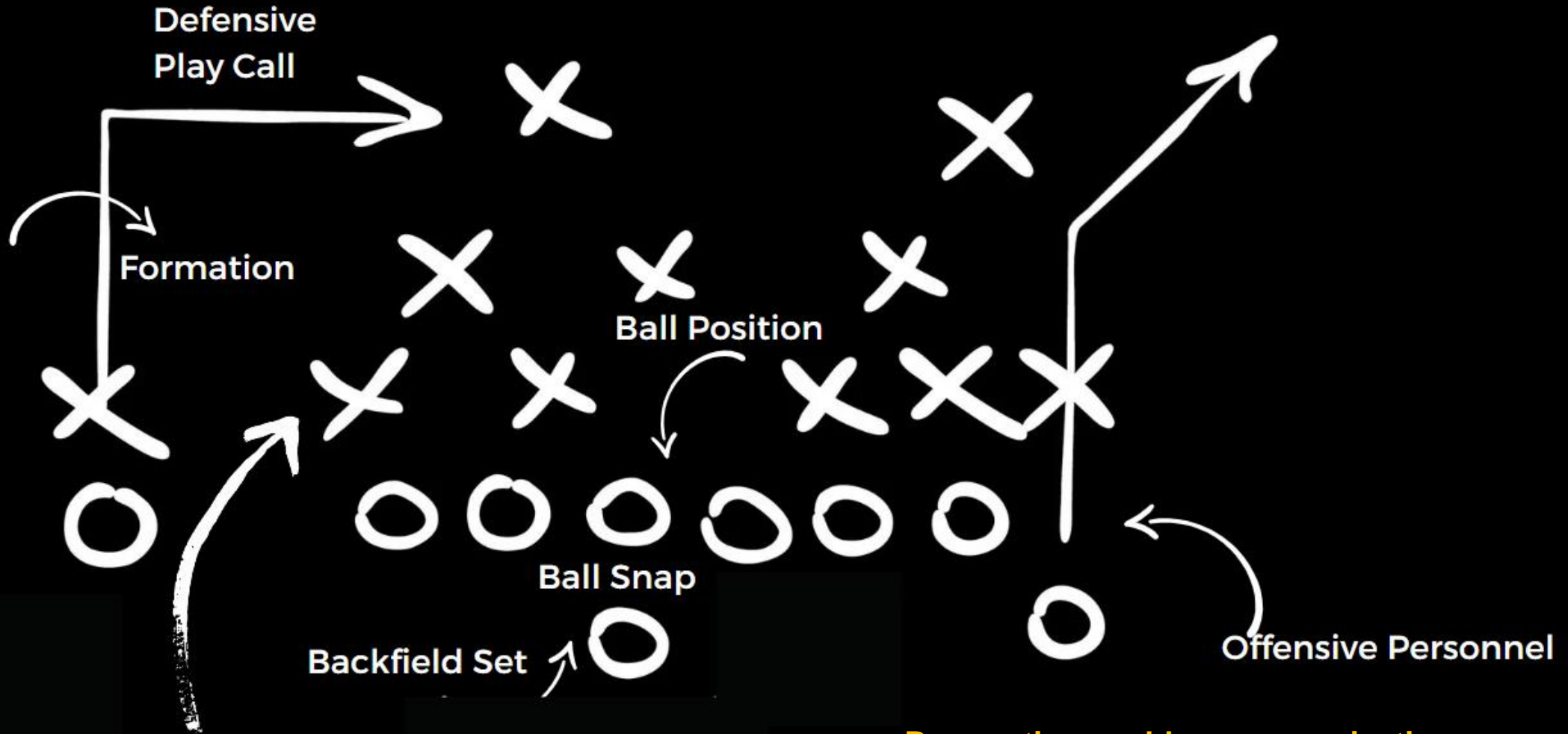
Greatness in Business Requires:



What will your **transformation** deliver in terms of real-time capabilities?

Case in Point | Pre-Snap Process

80% of the players' effort in a typical pre-snap process is spent trying to identify probable scenarios



Preparation enables communication and optimizes performance

Key Takeaways

It's crucial to assess the level of maturity and existing complexity before "Go-time."

**Competition is getting faster and harder:
Will your company be ready?**

Thank you.

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THE BEST RUN 