

Creating Value with New Generation Technologies



Hervé Liboureau

@liboureau

SrVP & GM Telco Industry & Mobility Solutions EMEA

Business Today is Complex

Management

- New products, services and M&A all create layers of complexity in organization
- Up to 20 layers of management in large companies
- Creates distance between customers, employees, leaders/managers

Business Process

- Digital-native consumers demand seamless experience at every touch point
- Employees need engagement and ability to get what they need to be productive
- Internal collaboration and communications

Technology

- 50 apps per billion in revenue
- 2/3 of IT budget tied to status quo, leaving only 1/3 for innovation
- Big data doubling every 18 months
- 7% of today's data is tagged and only 1% is analyzed; by 2020, there will be— 40Zb

Nexus of Forces

Mobile

Big Data

Social

Cloud

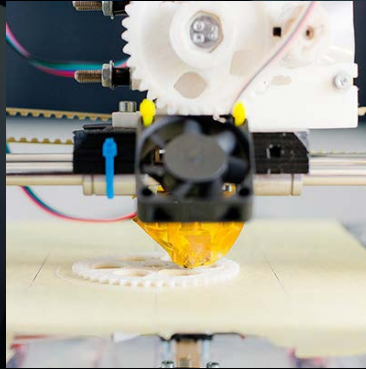
The future holds many transformational opportunities

Capitalize on the new technology frontier

Retail: From transactions to
1:1 engaging relationships



Manufacturing: From mass
production to
custom 3-D printing



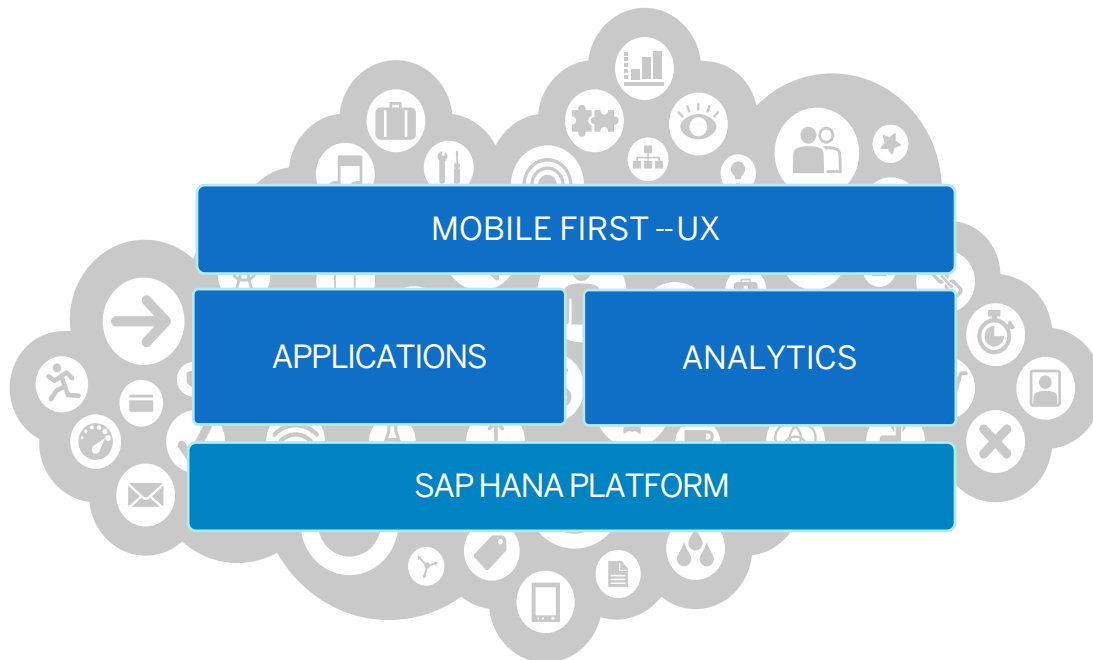
Healthcare: From generic
treatments to personalized
medicine



Maintenance: From reactive to
predictive



Simplify solutions and consumption



..in the cloud

..in real-time

..with customer first

..on any device

Simplify user experience

From 10
clicks to 2



300 of the
highest-
demand
processes in
the SAP
Business Suite



Role-Based
De-composed task-based
experience

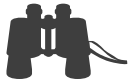


Responsive
All sizes, devices,
Versions, channels



Simple
1-1-3:1 user, 1 use case
3 screens

Simplify customer engagement



ENGAGE

- **One** digital experience (1DX)
- **One** Face to the Customer



SELL

- **One** Platform
- **One** Recommended Solution



DELIVER

- **One** Cloud Delivery
- **One** Service



SUPPORT

- **One** Support

Thank You !

Hervé Liboureau

@liboureau

SrVP & GM Telco Industry and Mobility Solutions EMEA

+41 78 643 0101

