

hello.

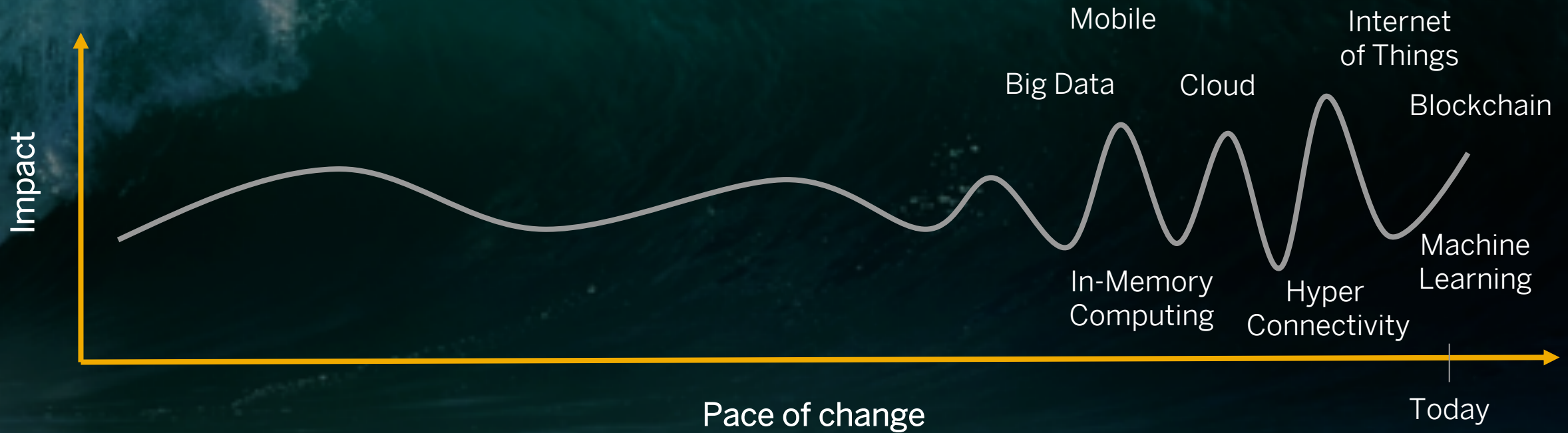
TIMO DEINER OFFICE OF THE CTO DE
INNOVATION GUY



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CONSTANT CHANGE IS THE **NEW NORMAL**



TRANSFORMATION THROUGH INNOVATION



SAY *hello.* **TO**
LARS.

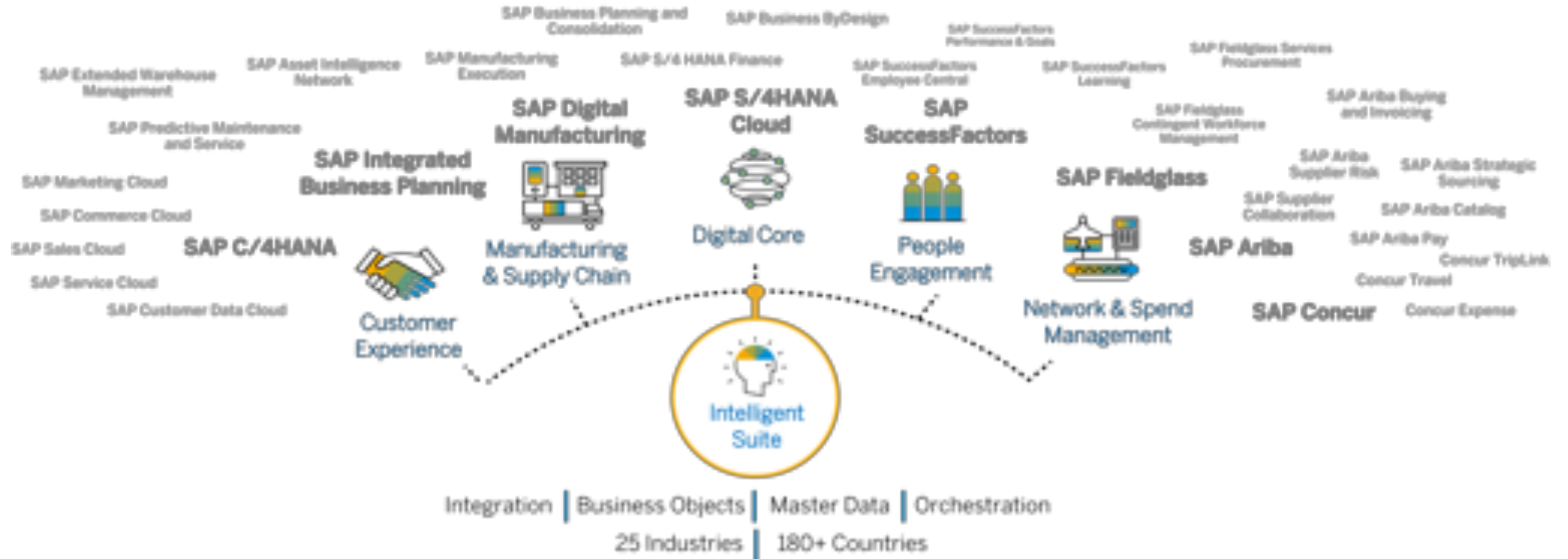


THIS IS
LARS

A man with brown hair and a light beard, wearing a grey button-down shirt, is looking directly at the camera. He is in a large, industrial-style room with high ceilings and large, multi-paned windows in the background. The lighting is warm and slightly dim, creating a moody atmosphere. The text 'LARS IS DECIDER' is overlaid in the bottom left corner.

LARS IS
DECIDER

Intelligent applications for every line of business





WENT WELL
UNTIL NOW.



LARS WINS.

WHO WINS NOW?





INTERNAL VIEW
STABILITY



EXTERNAL VIEW
INNOVATION





**HOW DO I
INNOVATE?**

hello. **NEW PLAYERS**

JENNY AND PETE.



JENNY AND PETE

BORN
1995

COLLEGE
GRADUATE



0



3



6



9



11



12



13



16



Age 24

1989

1994

1998

2001

2004

2006

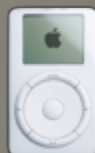
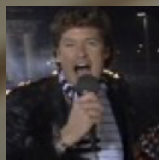
2007

2008

2010

2015

Today

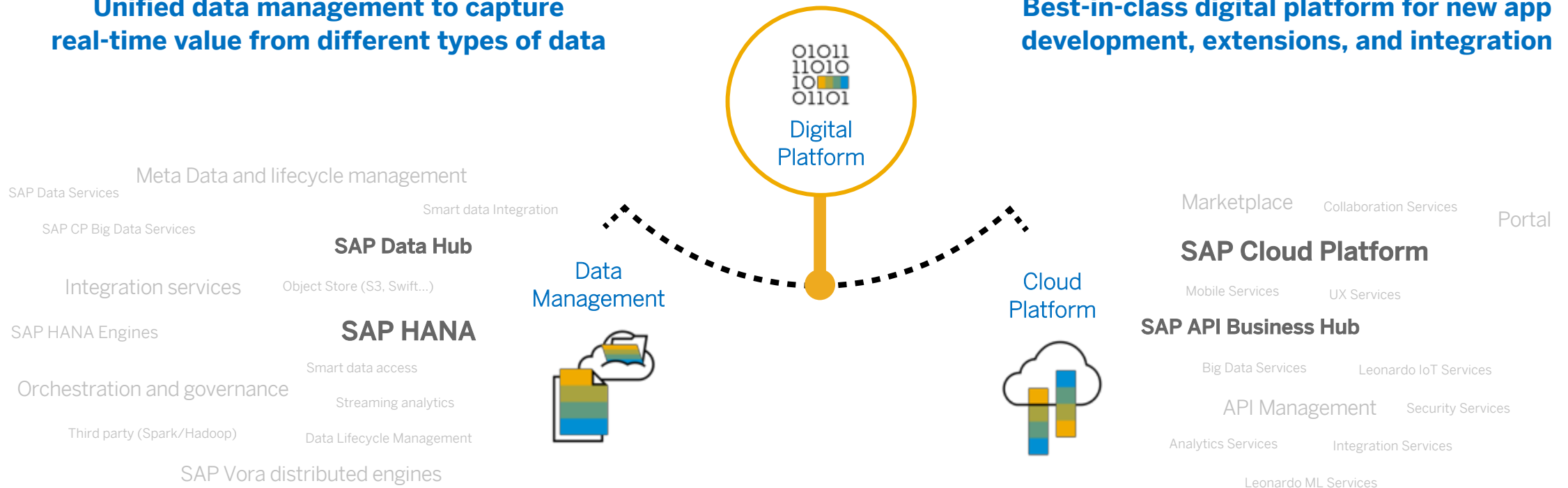




2 TALENTS && 1 GARAGE
THE NEXT BIG THING

Unified data management to capture

Best-in-class digital platform for new app





90+

50+

NO STORES
NO LOGISTICS

CHALLENGE

ACCEPTED

INNOVATION IS SPEED

THINGS THAT DID NOT EXIST APPROX TEN YEARS AGO

UBER

AIRBNB

KICKSTARTER

TINDER

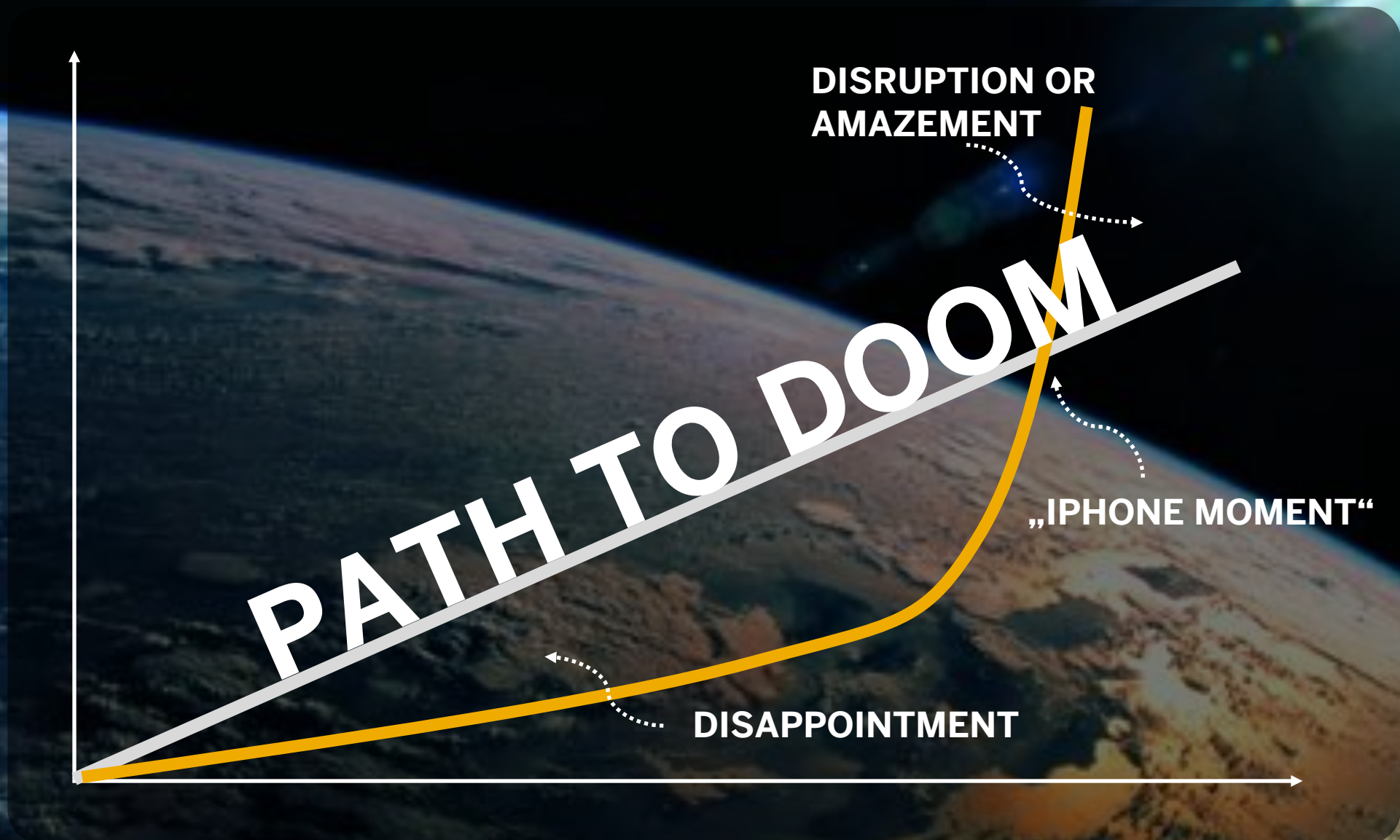
BITCOIN

SPOTIFY

APPLE WATCH

STARBUCKS PUMPKIN SPICE LATTE





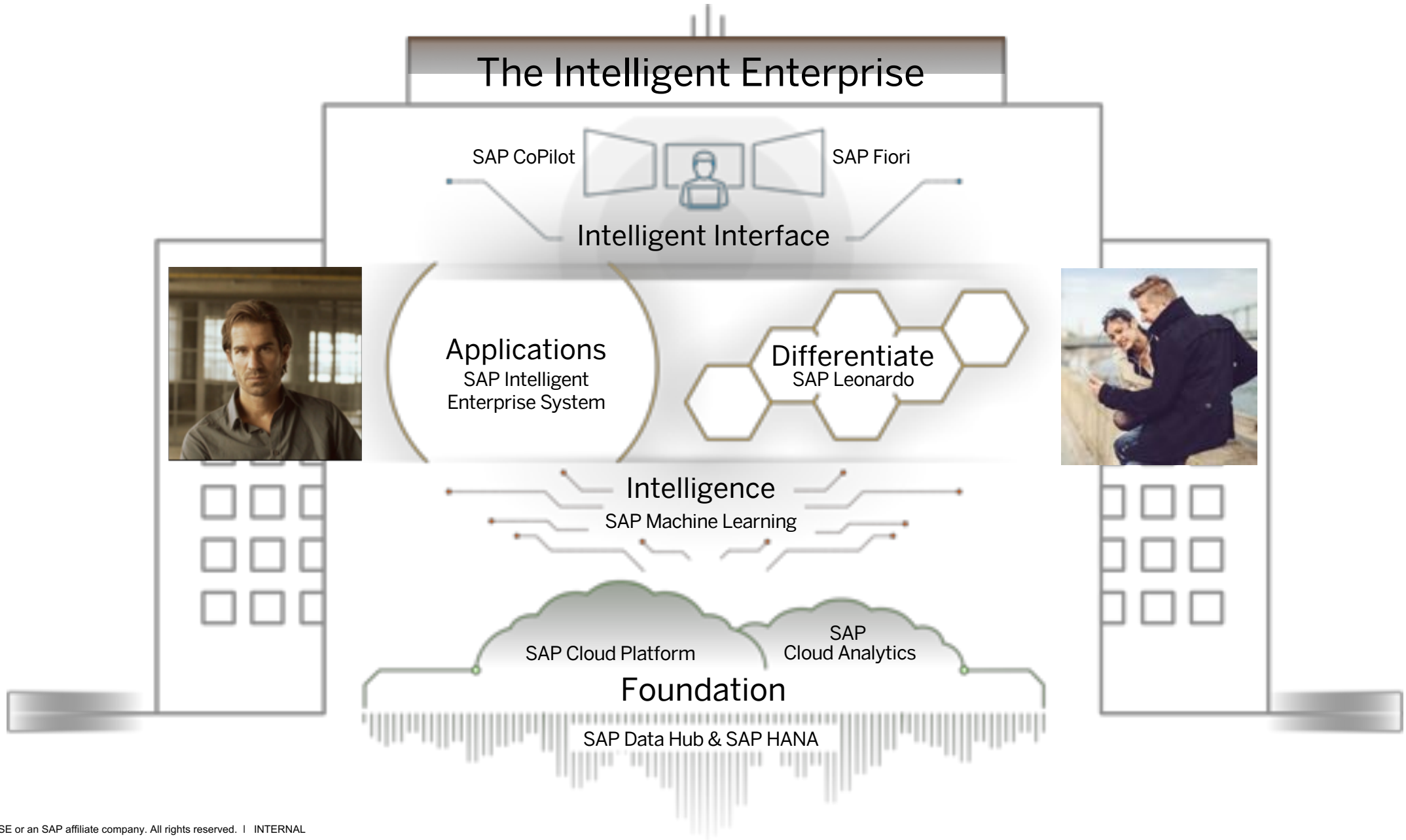


HOW DO WE INNOVATE?

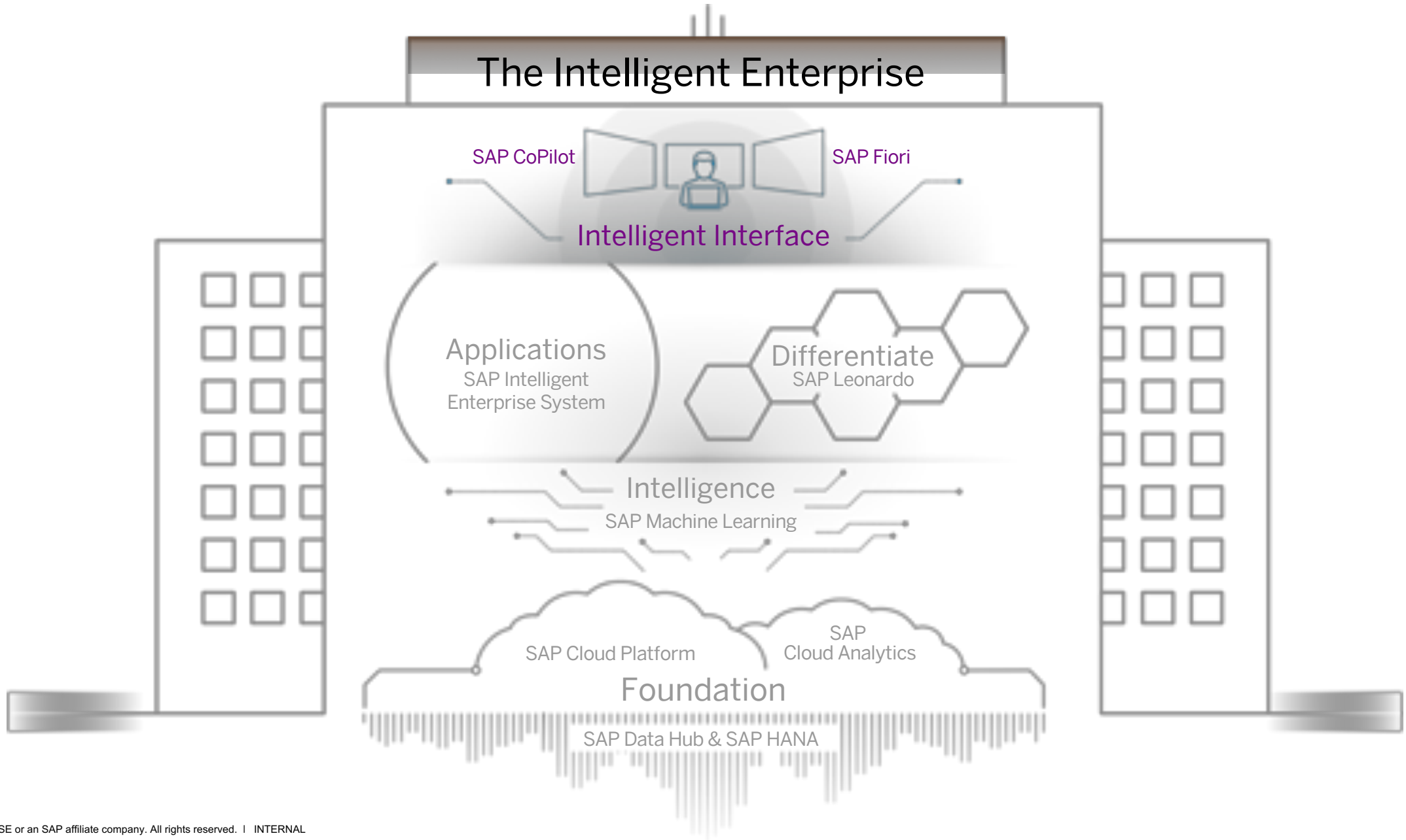
THE INTELLIGENT ENTERPRISE



The Intelligent Enterprise



The Intelligent Enterprise



Administrator Workbench: Business Content

Gesammelte

- Modellierung
- Monitoring
- Reporting Agent
- Transportanschluß
- Dokumente
- Business Content

- InfoProvider na
- InfoObjects na
- InfoSources na
- Rollen
- Objekttypen
- Objekte in BW
- Transportauftr
- Pakete

Alle Objekte nach Ty

- InfoArea
- Applikation
- InfoObjectCa
- Rolle
- Arbeitsmapp
- Query-Element

Query

- Objekt
- Abwe
- Struktur
- Eingesch
- Berechn
- Variable

- InfoSet Quer
- Crystal Repo
- Web Templa
- Web Item
- Query View
- Broadcast-Einstellung
- MultiProvider



Anzeige

der As...	BC...	Co...	Letzte...	Verantwort...
	3.0/...	12.12...	SAP	
benöt...	3.5/...	28.10...	SAP	
fängt ...	3.0/...	28.11...	SAP	
fängt ...	3.0/...	28.11...	SAP	
fängt ...	3.0/...	28.11...	SAP	
fängt ...	3.0/...	29.11...	SAP	
fängt ...	2.0/...	13.04...	SAP	

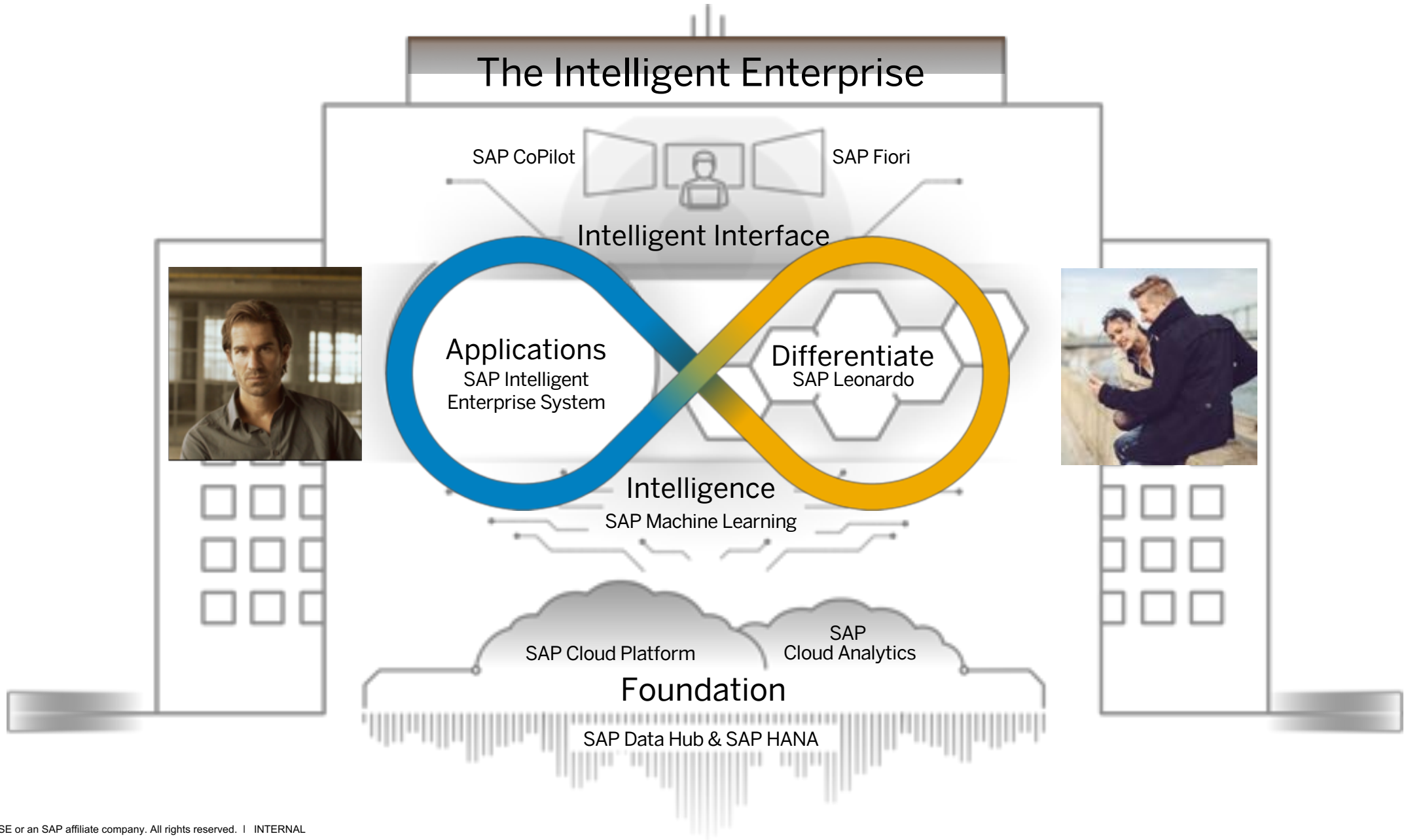


**USER EXPERIENCE
DRIVES INNOVATION**

UI vs UX



The Intelligent Enterprise



MACHINE LEARNING REINVENTS BUSINESS



97%



95.1%



\$18B



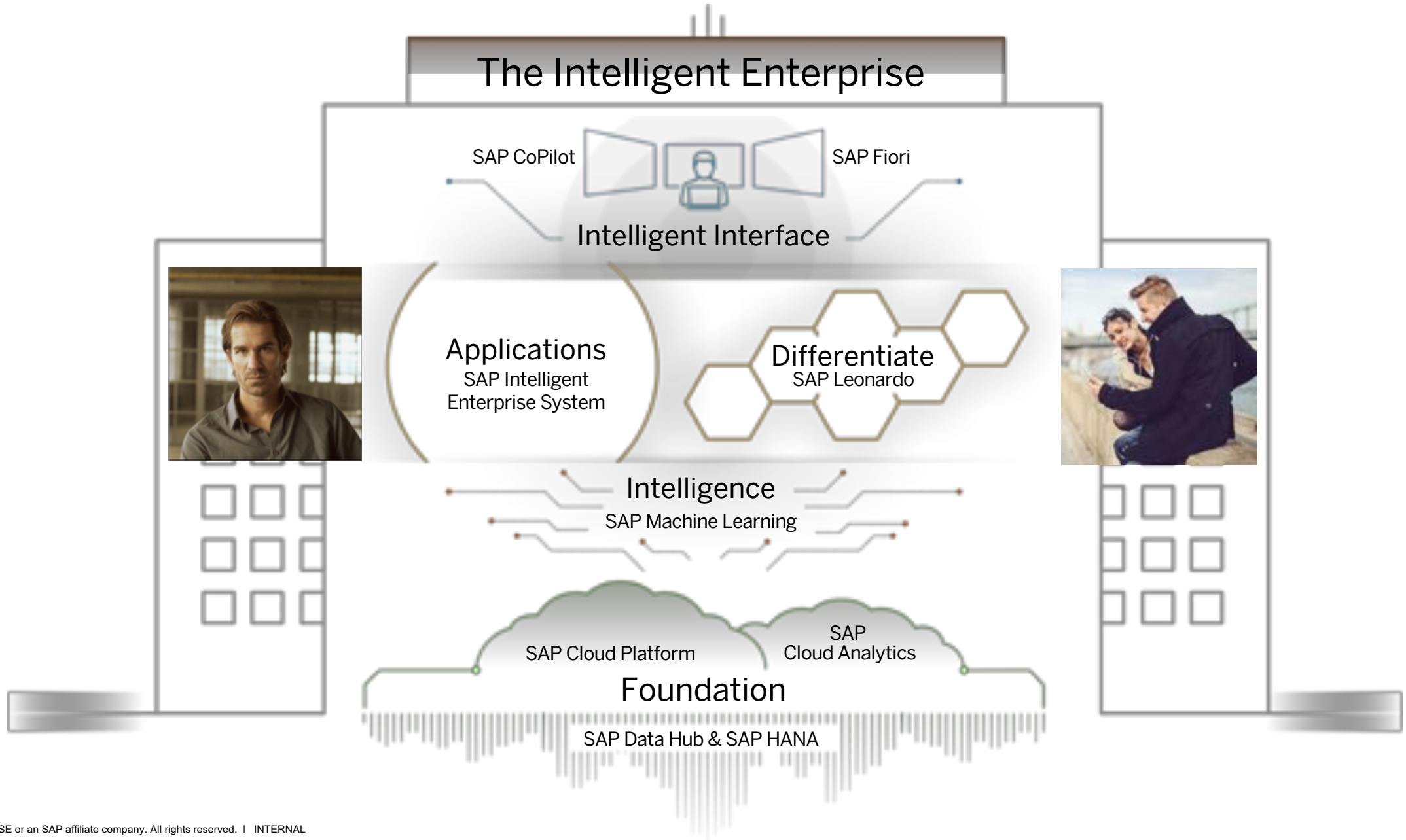
60%



IT'S SHOWTIME

INTELLIGENT ROBOT PROCESS AUTOMATION

The Intelligent Enterprise



EMAIL PING PONG DRIVING YOU DING DONG?

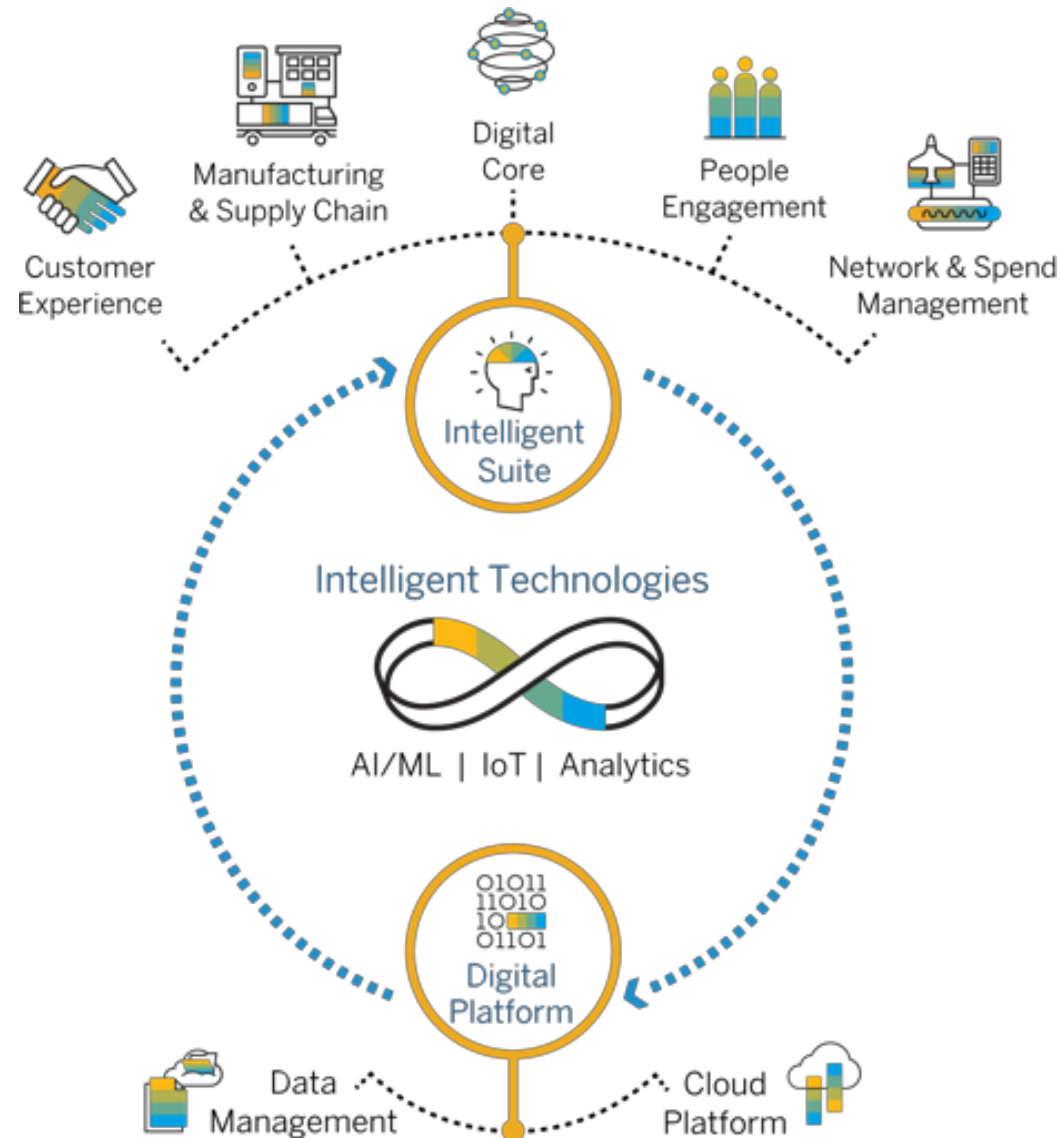


TRY OUT FOR FREE RUUMAPP.COM



SAP Strategy – Deliver the Intelligent Enterprise

THE INTELLIGENT ENTERPRISE
features **3 KEY COMPONENTS**:



1

Intelligent Suite

2

Digital Platform

3

Intelligent Technologies



42

HITCHHIKER'S GUIDE TO DIGITAL TRANSFORMATION

**DON'T
PANIC**

THE SYSTEMATIC APPROACH TO INNOVATION

Creativity

Execution

Technology

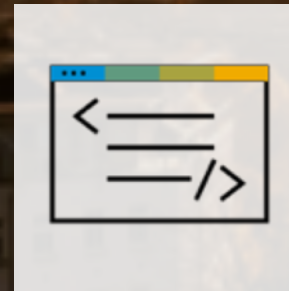
How to become
creative



Rapid Prototyping
with BUILD

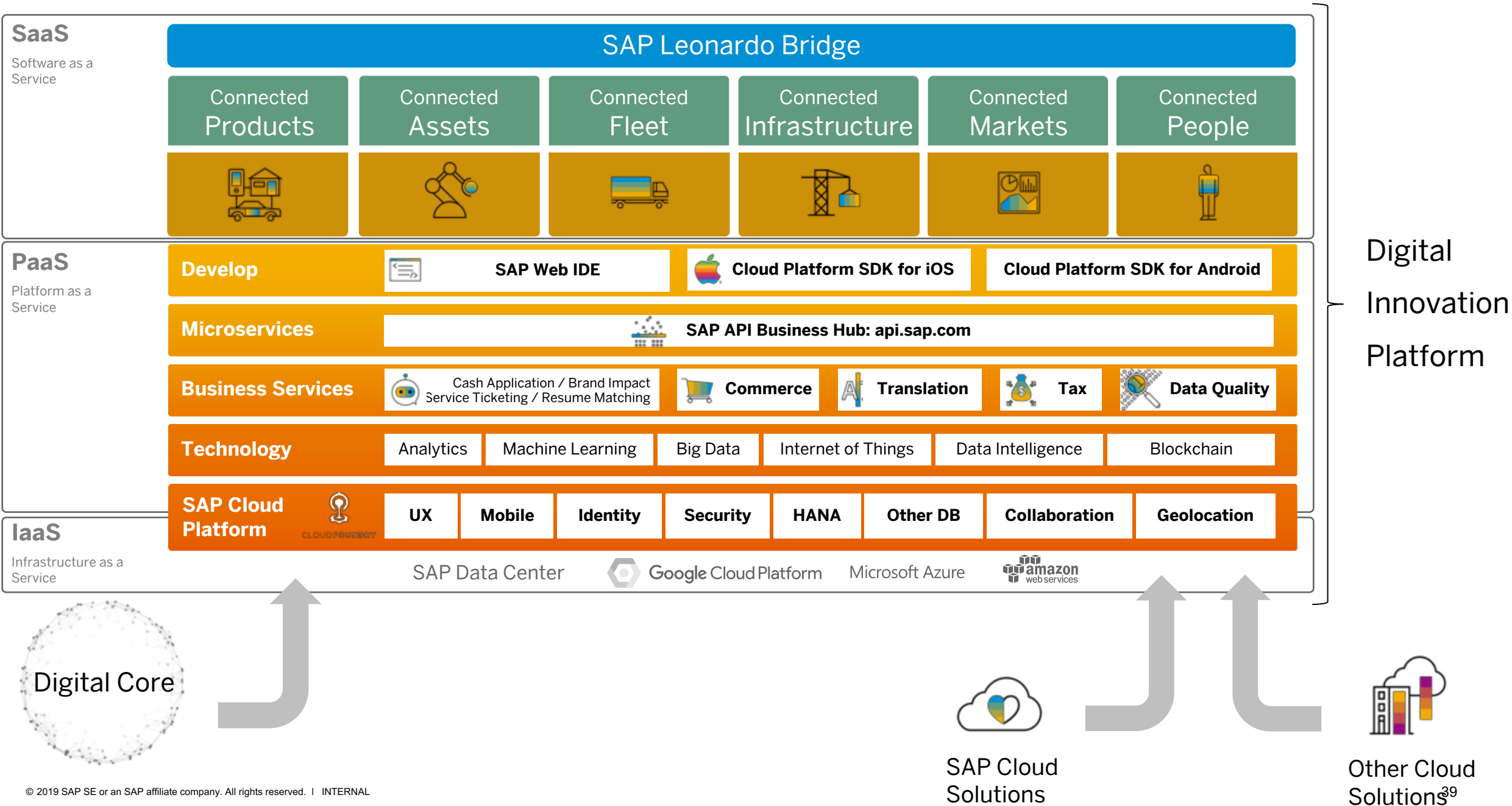


6–12 weeks
to the pilot!



Fully integrated in
existing system





FAIL



FIRST

ATTEMPT

IN

LEARNING



SAY *hello.* **TO**
OFFICE OF THE CTO.



WE WOULD LIKE TO

DISCUSS YOUR TOPICS OF “DIGITAL TRANSFORMATION”

KEEP UP TO DATE WITH “WHAT THE OTHERS DO”

SUPPORT YOU IN INNOVATION PROJECTS



A sailboat is shown from a low angle on the left, with its sails partially visible. The sun is setting on the horizon, creating a warm orange and yellow glow across the sky and reflecting on the water. The ocean has small waves.


**KEEP
CALM**
AND



1 FIND YOUR OWN DIGITAL VISION. DON'T COPY.

2 CHANGE YOUR CULTURE. LISTEN AND LEARN.

3 USE TECHNOLOGY AND LEVERAGE FROM NETWORKS

A person wearing a red jacket and a dark hat is sitting on a grassy field, looking up at a night sky filled with stars and the Milky Way. The horizon is visible in the distance, and the sky transitions from a deep blue to a warm orange glow near the horizon.

THE BIGGEST RISK TODAY IS NOT TO THINK BIG ENOUGH.

THANK YOU.

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