



Leadership in the AI Native World

The Innovating Enterprise

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**“Right now, your company has
21st-century Internet-enabled **business processes**,
mid-20th-century **management processes**,
all built atop 19th-century **management principles.**”**

-Gary Hamel

The future organization, by analogy...



VISIBILITY

FOCUS

AGILITY

...is autonomus ...

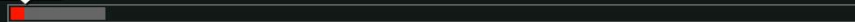


THE PERSON IN THE DRIVER'S SEAT
IS ONLY THERE FOR LEGAL REASONS.

HE IS NOT DOING ANYTHING.
THE CAR IS DRIVING ITSELF.



00:04



... and powered by innovating your core with software

Simpler
1000x fewer moving parts

Lower running costs
10x more efficient, low maintenance

Faster
Faster acceleration



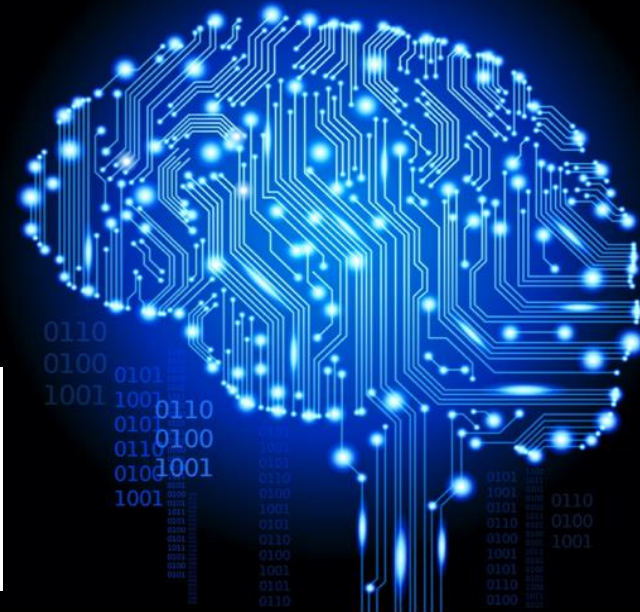
More flexible
Better use of interior space

Safer
Sets new records for safety

Networked, intelligent
Part of integrated system

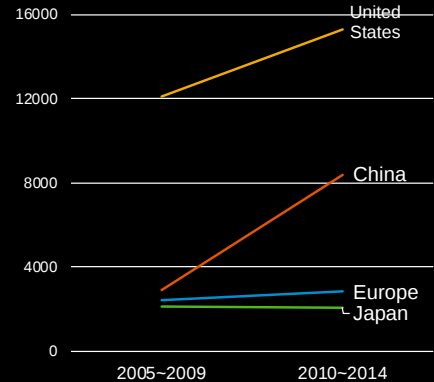
Rise of The AI-Native Enterprise

Products, services, and processes
that **improve automatically** over
time, and as people use them

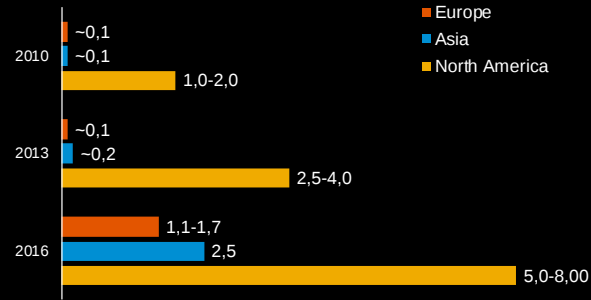


Race for Global AI Leadership

US & China seem to lead...



Source: -, [China AI patent submissions shoot up](#), in: Nikkei Asian Review, 2017.

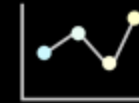


Source: Exhibit from "Artificial Intelligence: The Next Digital Frontier?," June 2017, McKinsey Global Institute, www.mckinsey.com.
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...but Europe has assets to compete and lead on the “Intelligent Enterprise”



Innovative Market Leaders



Wealth of Data



Industry Domain Know-How



AI Startups



Leading AI Research Centers

Three key challenges for every enterprise

Redefine the end-to-end
customer experience

Deliver a step-change in
productivity

Transform
workforce engagement

Redefine the end-to-end **customer experience**

80 %

THEY'RE DEMANDING
A SUPERIOR EXPERIENCE

8 %

OF CUSTOMERS
AGREE

THE EXPERIENCE GAP

Redefine the end-to-end **customer experience**

High Tech



Banking



Consumer Goods



Media



Retail



Transportation



Education



Prof. Services





Operations

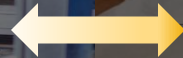


Sales
Production
Finance
SKUs
HRIS

Experience



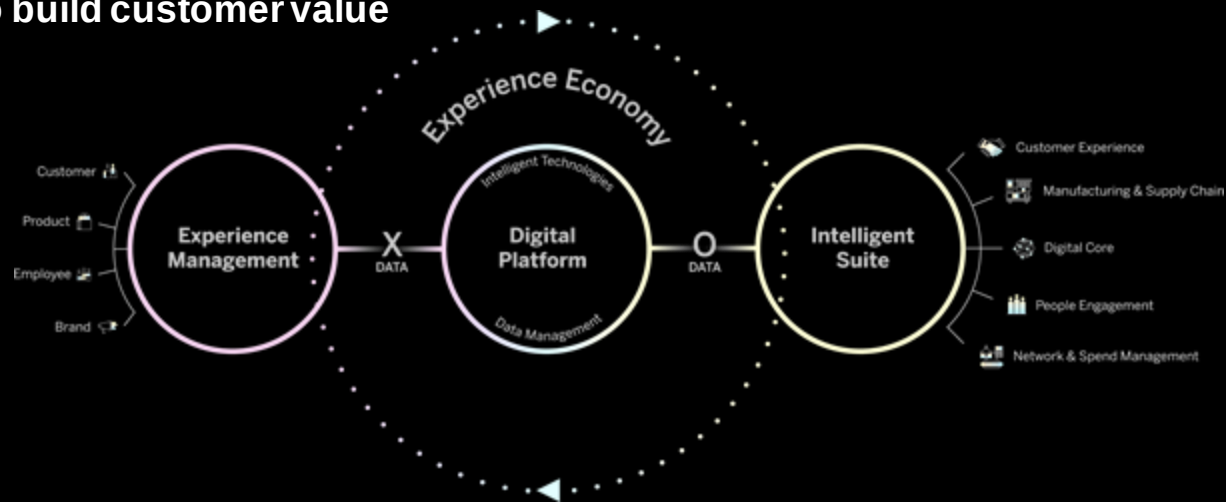
Employee Engagement
Customer Satisfaction
Brand Perception
User Experience
Product Satisfaction



Data
is a key driver
for business outcomes

Redefine the end-to-end **customer experience**

Bridging the Experience gap to build customer value



Step Change in Productivity: From supervised to unsupervised ERP

System (Vehicle) → ← Human (Driver)

Supervised Driving

Non-supervised Driving



SAP Data Hub

SAP Cloud Platform

Digital Core



Classical ERP systems

Next Generation ERP systems

Manual Enterprise

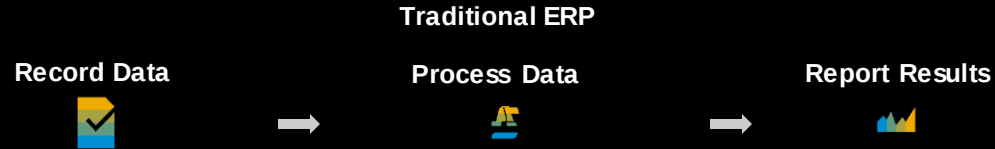
Transaction-oriented Enterprise

Digital Enterprise

Intelligent Enterprise

Autonomous Enterprise

Step Change in **Productivity**: ERP has evolved from the **Digital Era** to entering the **Intelligent Era**



Ease, Automate & Scale

- ✓ Customer centric, easy entry
- ✓ Integrate Data via IoT
- ✓ Leverage Business Networks
- ✓ Integrate via SAP Cloud Platform



Intelligent Suite

Automated Processing

- ✓ Exception based control
- ✓ Automate & streamline business
- ✓ From rules to Machine Learning...
- ✓ Connect with Digital Assistance



Realtime & Prediction

- ✓ Real-time KPI's > all key users
- ✓ Digital Boardroom
- ✓ Predict, Simulate, Recommend
- ✓ Insight-2-Action



Step change in productivity: Argumenting humans with AI

Thinking / Decision-making

SAP Data Intelligence

Listening and speaking

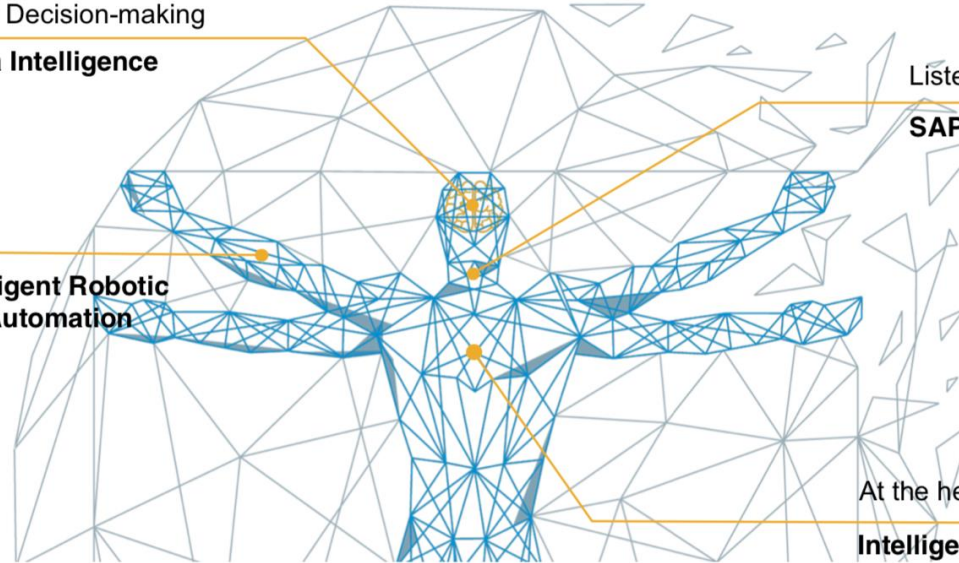
SAP Conversational AI

Acting

**SAP Intelligent Robotic
Process Automation
(RPA)**

At the heart of your business

Intelligent applications



Deliver a **Step change in productivity:** Data Intelligence



Scale Artificial Intelligence

Design, deploy, and deliver AI across the enterprise



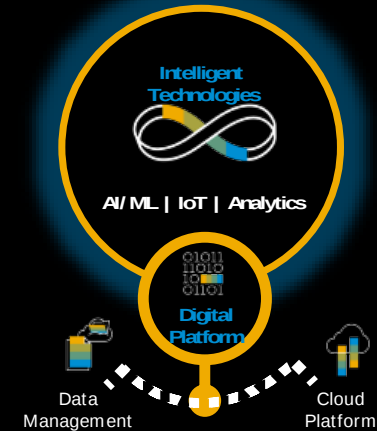
Extract Value From Distributed Data

Connect data assets and transform them into business insights



Embrace Open Technologies

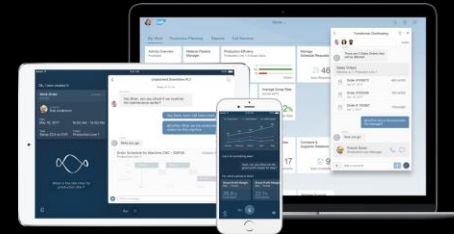
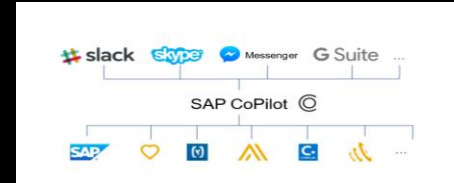
Take advantage of the latest technologies



Deliver a **Step-change in productivity:** SAP Conversational UI



SAP CoPilot - The *Enterprise*
Digital Assistant:
— what Siri, Alexa, and
Cortana are to consumers.



Business context awareness



Conversational (multi-modal) UI



Cross Applications

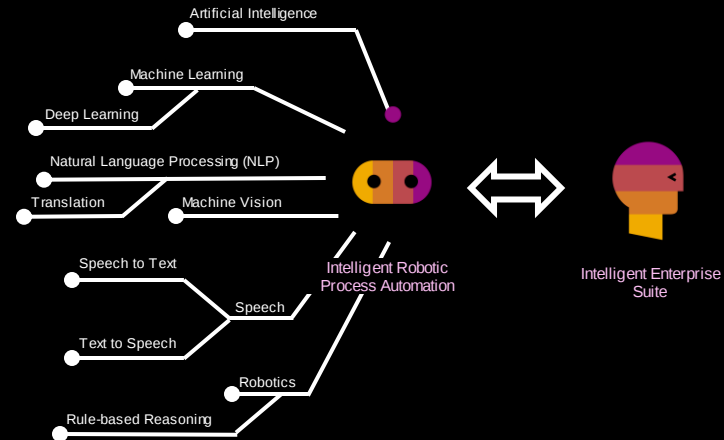


Self Learning



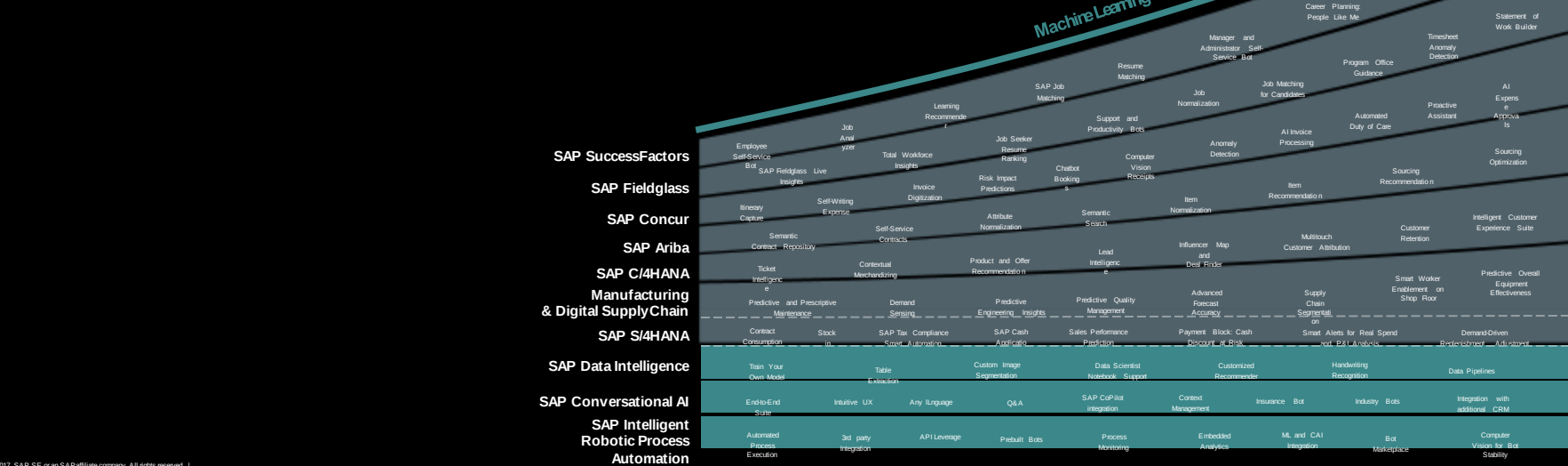
Simple Access to Enterprise AI

Deliver a **Step change in productivity:** Brining RPA to the next level by integrating AI and ML technologies



- **Machine Learning and Artificial Intelligence** automates and improves processes using **RPA technology**
- The system continuously **learns and adapts** to user actions and inputs

Deliver a **step change in productivity:** Embedding 70+ new Intelligent Applications until EoY



Transform **Workforce Engagement**: New Leadership skills

Digital Fabric:



Complicated business are being replaced with *complex* business.



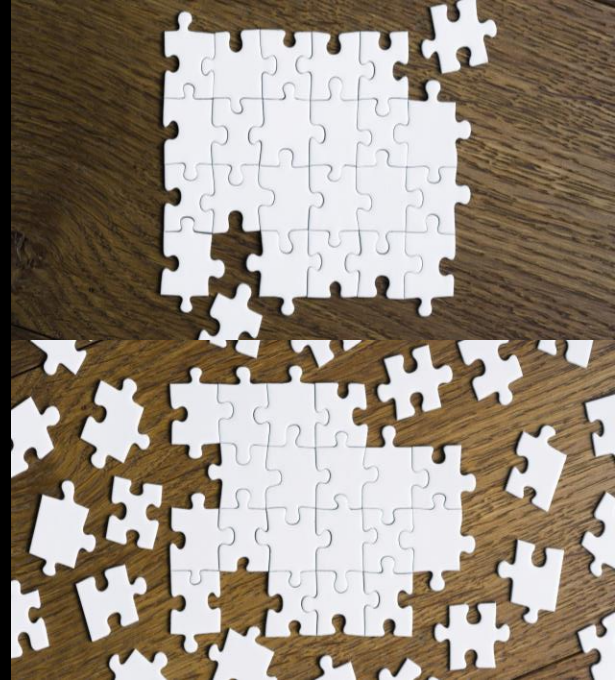
Moving from a business world dominated by *hierarchies*, where *assets are controlled* by a company, to a world of *markets*, where assets can be *accessed when needed*.



Accelerating pace of change and *change of basic Industry assumptions*

Required Organizational skills

- Quickly detecting the *unexpected*
- *Accelerating learning* in organizations
- Fostering *trusting relationships* in temporary groups
- Negotiating *complex agreements*
- Need to be comfortable with making *roughly right* and *fast decision*
- Constantly *challenging status quo*





Transform **Workforce Engagement:** Purpose & Profit

SAP Technology & Innovation Strategic Aspirations and Key Focus Areas

1. Deliver a Business Technology Platform to Our Customers

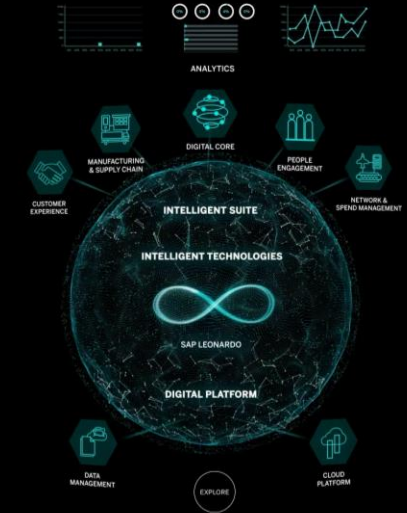
- Business-centric platform services
- One unified digital platform for data, analytics & intelligence
- Partner and developer ecosystem growth

2. Embed Integration and Innovation in the Entire Intelligent Suite

- Embedded intelligence
- Out-of-the-box integration
- User experience

3. Incubate the Next Generation of Intelligent Enterprise Solutions

- Applied research
- Internal & external innovation acceleration
- Customer-centric approach for innovation



Thank You!



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