



SAP Experience Center Copenhagen

Turn Thinking into Doing: Culture of Innovation

Gitte Winther Bruhn Presales Manager, Customer Innovation

DESIGN THINKING
INCUBATION

2004

DESIGN THINKING
ORGANISATION

2010

APPHAUS
CO-INNOVATION

2013

2017

DESIGN-LED
TRANSFORMATION

imagine. create. innovate.
DESIGN THINKING
with **SAP**



Mikael Östman
Customer Innovation Principal



Dietmar Steinbichler
Enterprise Innovation Architect



Maria Pereira
Principal Digital Strategisk



Tomas Hermansson
Business Innovation Architect



Carolina Petersen
Communication Designer

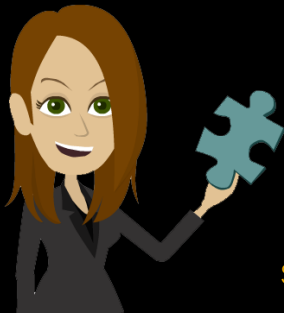


Lena Stocker
Customer Experience



Hannah Böken
Customer Experience

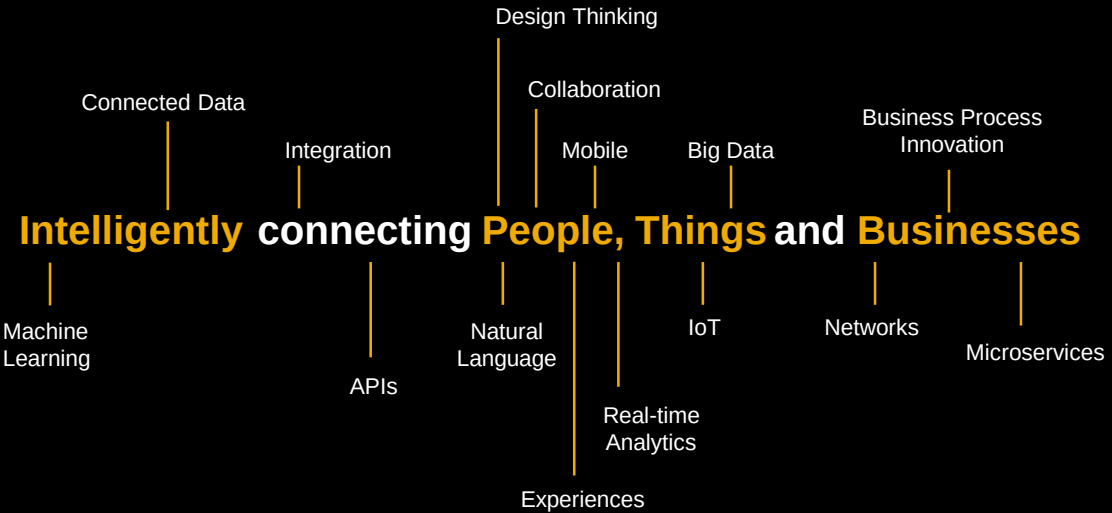
SAP Customer Innovation Team NORDIC



Gitte Winther Bruhn
Presales Manager
SAP Customer Innovation

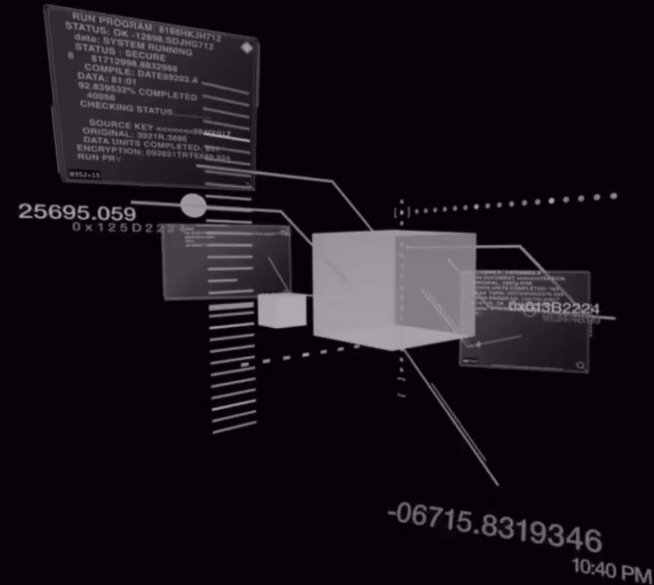


Customer
Innovation



DRIVE AND SCALE
PURPOSEFUL
INNOVATION.

TO BECOME AN
INTELLIGENT
ENTERPRISE.



WHY.

CULTURE OF
INNOVATION.

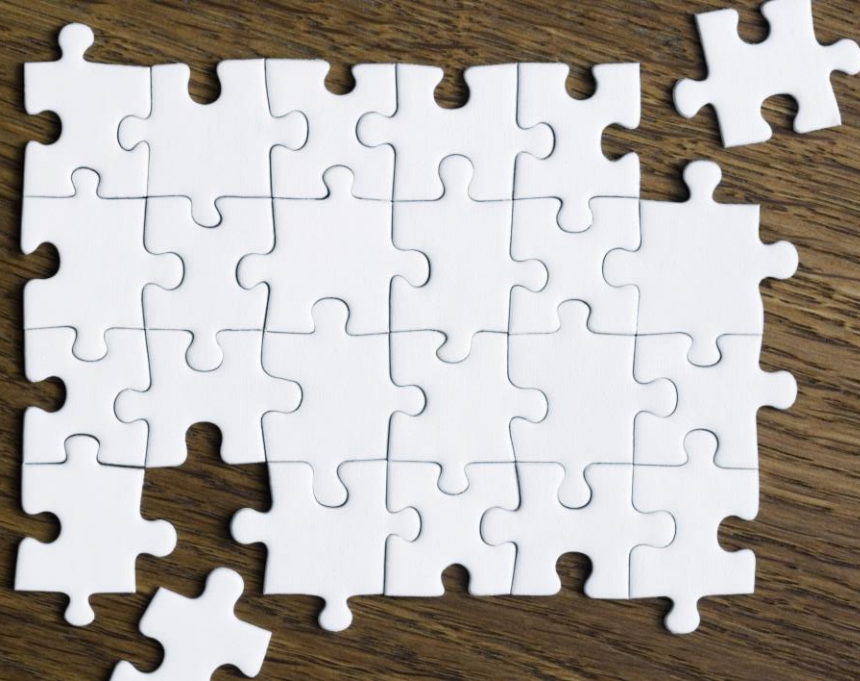


BRIDGING TECHNOLOGY AND BUSINESS NEEDS...



**CLEAR BUSINESS
NEEDS.**

**CLEAR SOLUTION
SCOPE.**

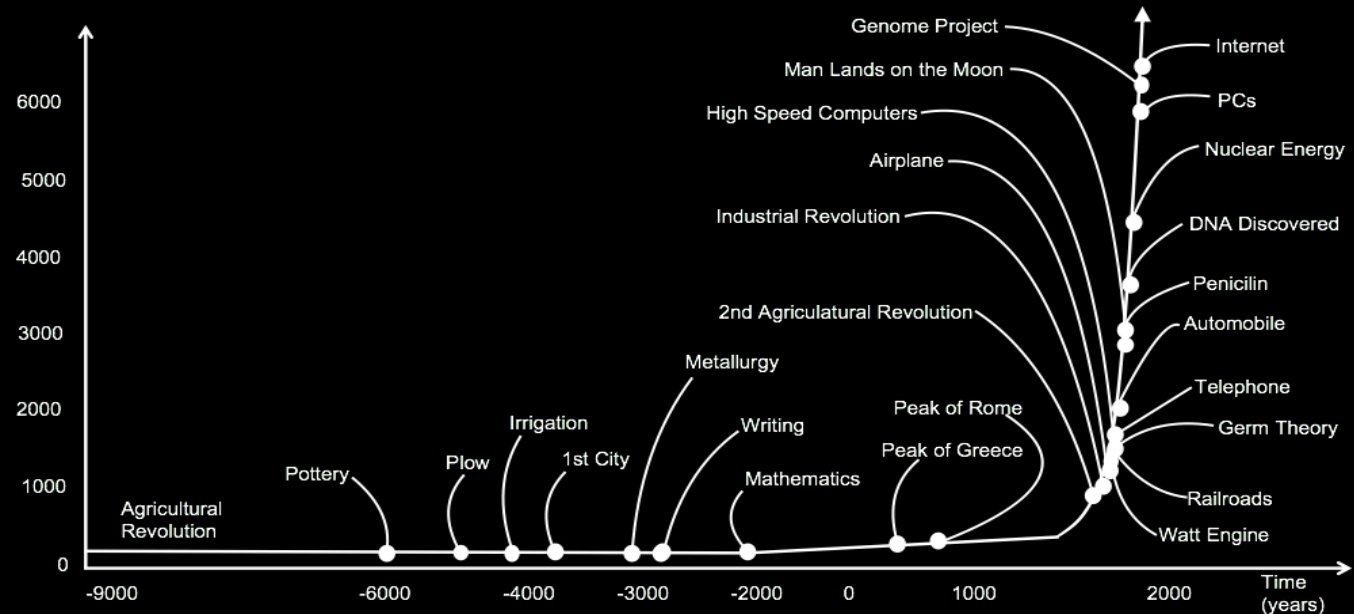


THE PICTURE IS
MORE COMPLEX
THAN IT SEEMS.



SOME THINGS WILL
NOT CHANGE.

THE REALITY.



REALITY CHECK.

DESIRABILITY.



WORLD OF NEW
CONSTALLATIONS.

VIABILITY.



THE JOURNEY CAN'T
BE DONE IN
ISOLATION.



Let me start with
saying, I am one of your
biggest sceptics...

John Stenby, Account Executive SAP

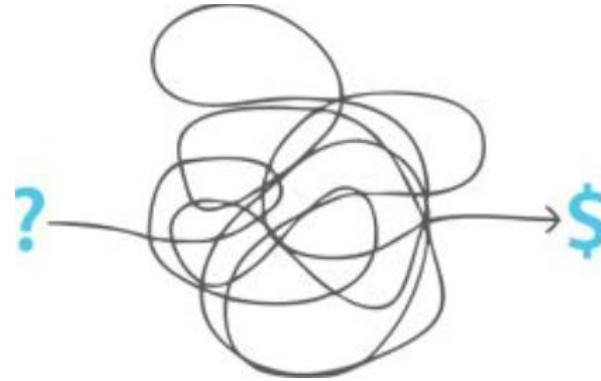
THE PATH TO
INNOVATION.

DESIGN THINKING.



DESIGN THINKING IS A
METHOD FOR SOLVING
COMPLEX PROBLEMS AND
CREATING IDEAS*

*) Translated from Wikipedia: http://de.wikipedia.org/wiki/Design_Thinking



Innovation Design Process

Source: Tim Brennan of Apple's Creative Services Group

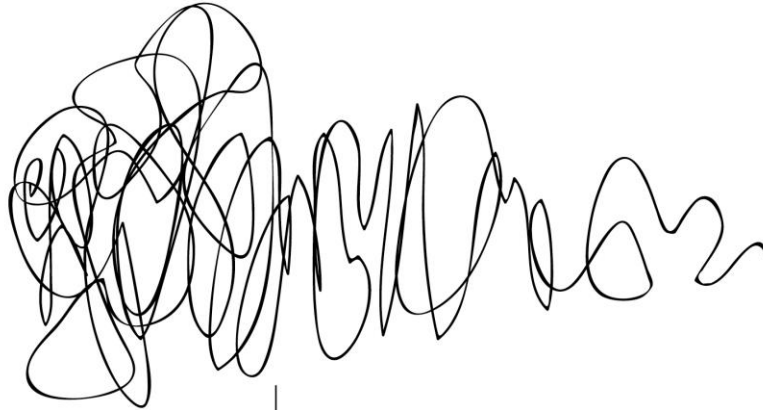
**EVEN IF APPLIED IN
INNOVATIVE NEW
WAYS.**

**TECHNOLOGY BY ITSELF
DOES NOT TRANSFORM
A COMPANY.**



Uncertainty / patterns / insights

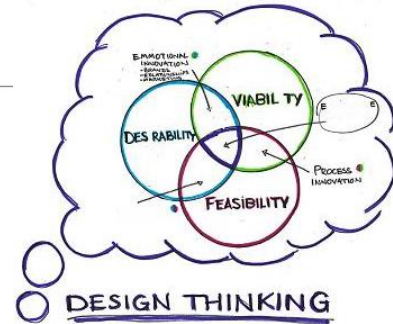
Clarity / Focus



Research

Concept

Design



Design-Led Engagement by SAP Customer Innovation

Re-imagine your Business
by Intelligently connecting
People, Things and
Processes



Taking a **user-centric** approach



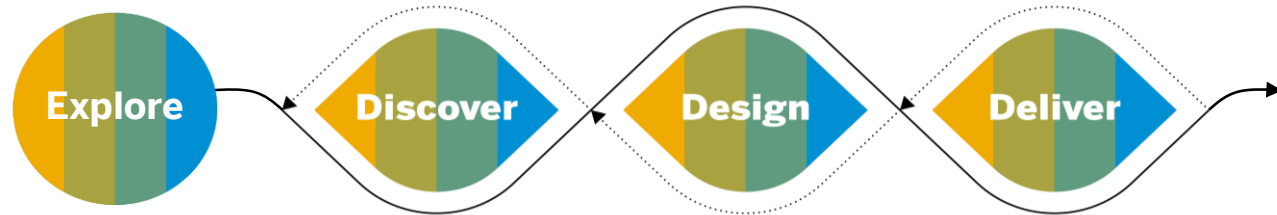
Connect past, present, and future



Identifying **opportunities** for innovation without focusing on technology



Connecting you with SAP **design thinkers** and technology experts



Optimized productivity



New revenue

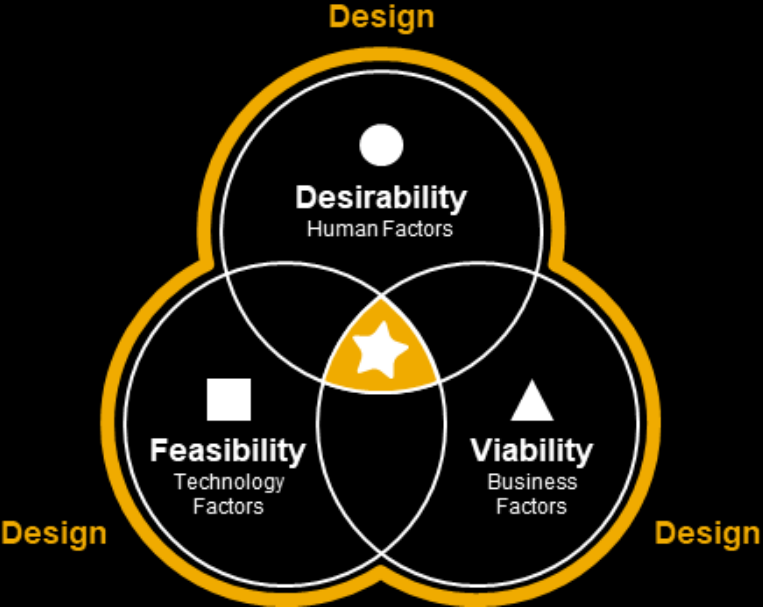


New business model



....

Innovation Opportunity



The Innovation **Design Approach**



People

Multi-disciplinary Teams

+



Process

Iterative Design Approach

+



Space

Fostering Creativity
& Collaboration

SUSTAINABLE.

BUSINESS.

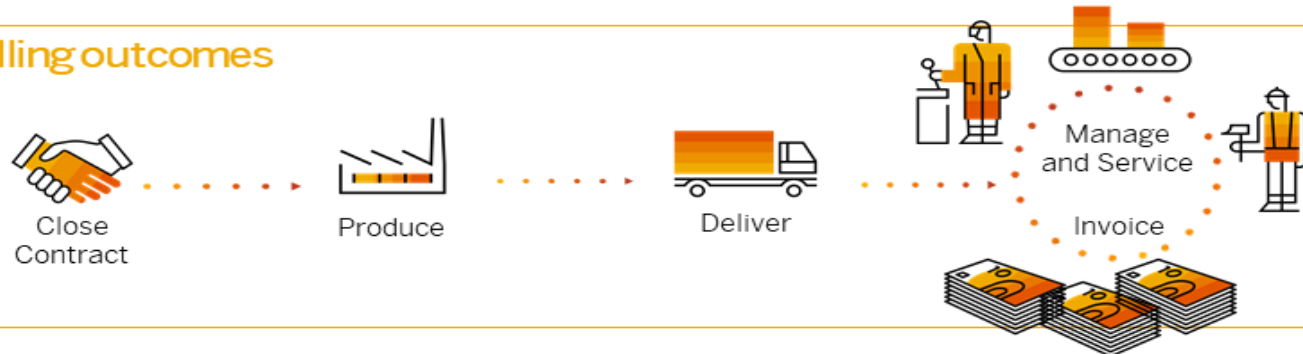


OUTCOME BASED BUSINESSMODEL.

From selling products



To selling outcomes



Building the future of cleaning

From selling
products

Standard Commercial Model



Contract

- Low Margin
- 3rd Party Contracts
- Service and Consumables
- Higher Margin

To selling
outcomes

Consumption Based Model



Contract

- Higher Margin security and reacquiring revenue

CATT Facility
Manager

CATT Operations
Manager

Service Account
Manager

Delivery Manager

Finance VP

PURPOSE.

NOT JUST PROFIT.



SAP Food Waste Fighter



 **33%**

of all food produced is
thrown away

 **1**

trillion US\$ cost

 **100 kg**

food waste per capita on average
in Europe

 **1.3**

Billion tons equivalent of food



SAP Food Waste Fighter

salling group

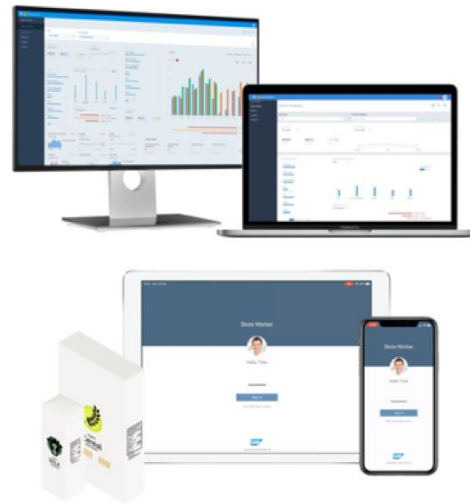




“It really is an insane strong team you have. You can only be extremely proud of it - absolutely some of the best people I've worked with! Throughout the project there was a really good energy and even better commitment. I got quite envious when Lars explained about the way you work and engage”

Mads Bundgaard Kristensen, Digital Product Manager Salling Group
salling group

SAP Food Waste Fighter



EMEA North COE & Presales Q1 2019



Retrospective advices

1. Take your own medicine!

- Empathy for the people around you - that goes for your customers as well as your colleagues.

2. Executive support through value delivered

- Prove the value you create through customer experience. Few transformational project for high value. Put in a few Optimize and Extent for fast return.

3. Never underestimate the power of the end-user

- The obvious is not so obvious!



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Thank you.