



Customer Cloud Transformation with SAP

Business Innovation in a complex environment

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Meeting the challenge

Strategic Priorities that drive business transformation

Global transformational drivers



The true cost of goods **is not** reflected in the price of goods at the shelf



The nature of competition **has** fundamentally changed



A rapidly evolving consumer base **is much more** selective about how they spend



People are the new differentiator, **but** demographics and skills are shifting fast

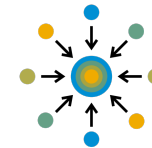
Strategic priorities



Consumer experiences



Delivering outcomes



Competing as an ecosystem



Consumer journey



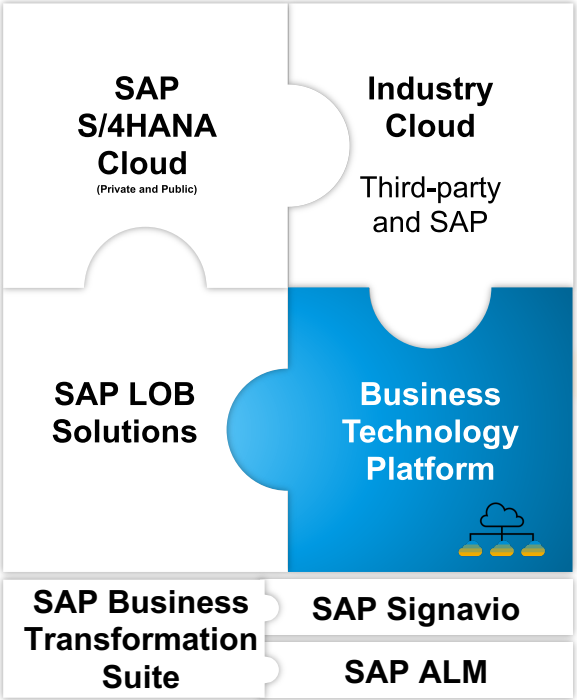
Operational responsiveness

Achieving profitable and sustainable growth with business resiliency in an uncertain world

Cloud Transformation – It’s a journey, not a destination

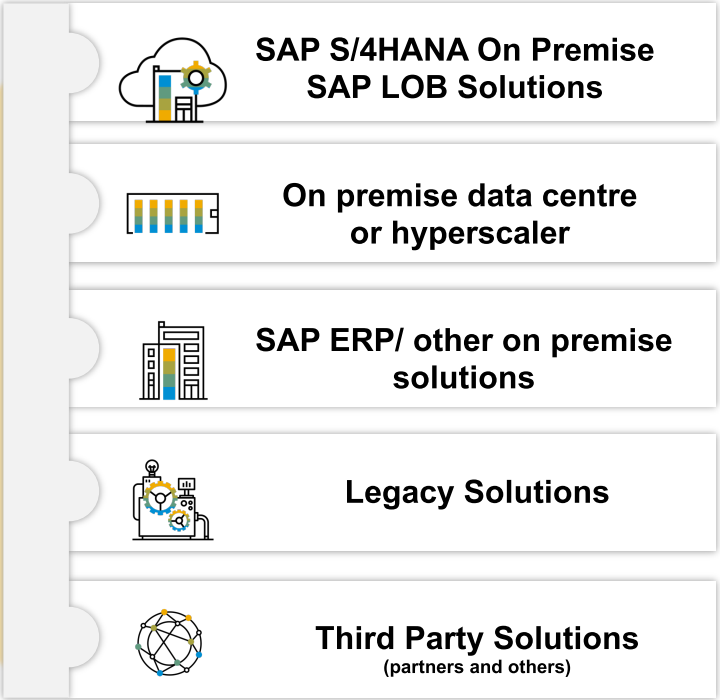
SAP Cloud

Modular architecture



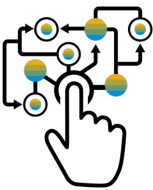
Hybrid Solutions

(On-premise, IAAS, PAAS, SAAS)



Cloud Benefits

Continual innovation | Easily extensible | Cloud economics



**Build your
Intelligent,
sustainable
enterprise**

IT Transformation Enabling Business Transformation

**Business transformation is enabled by Software and IT –
“Every business is a digital business...”**



SAP Vision: “Enable Every Enterprise to become an intelligent, sustainable enterprise”

DIGITAL DELIVERY

BUSINESS TRANSFORMATION

GDP

Provide and manage state of the art Technology

Ensure TCO Transparency

Support Changing business models

Agile Enablement

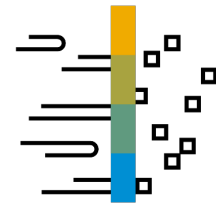
Become Business Enabler
and Innovation Driver

Enable the digital change

Give Consumers what they need

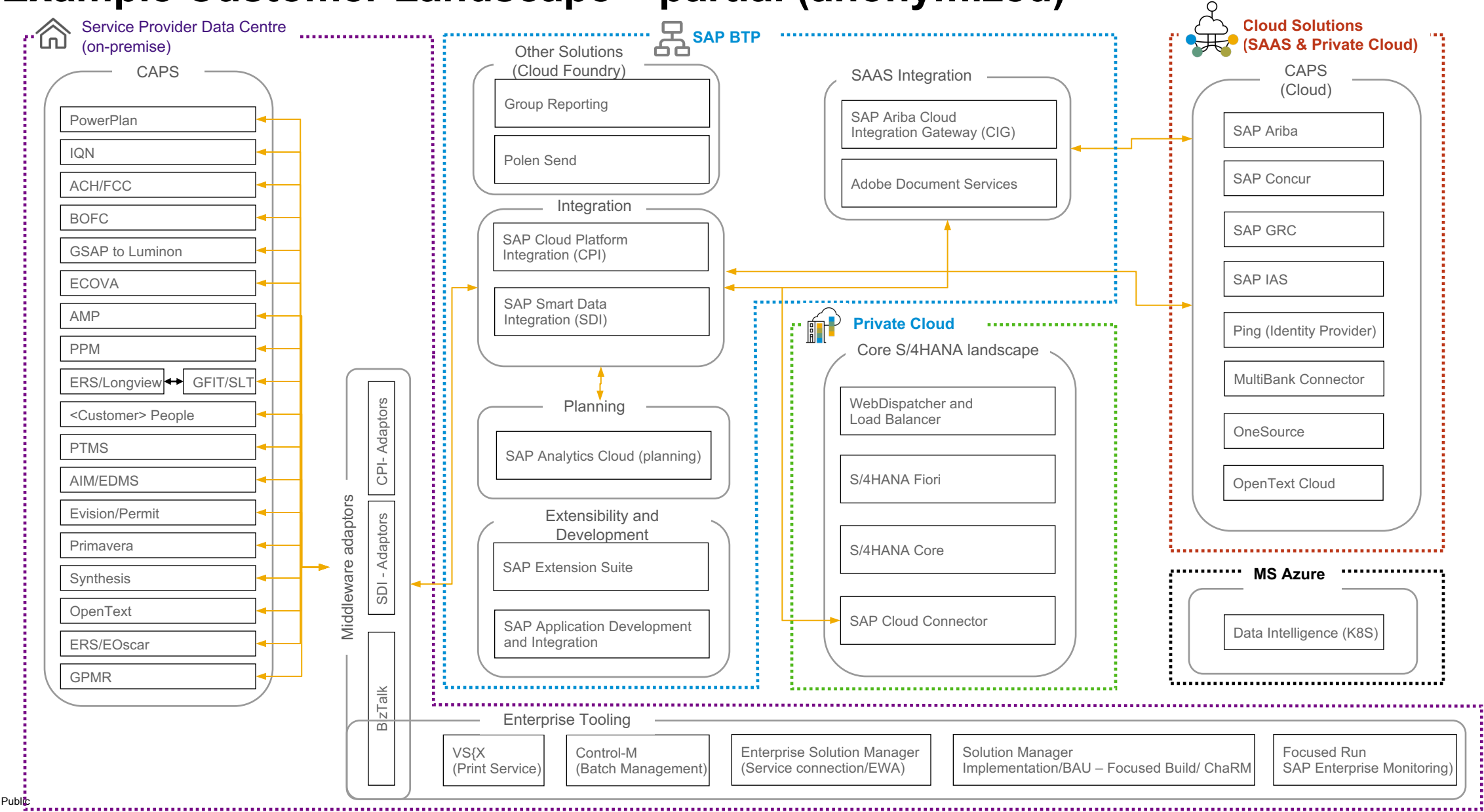
Manage Hybrid Environments

Business, Process and Product Transparency

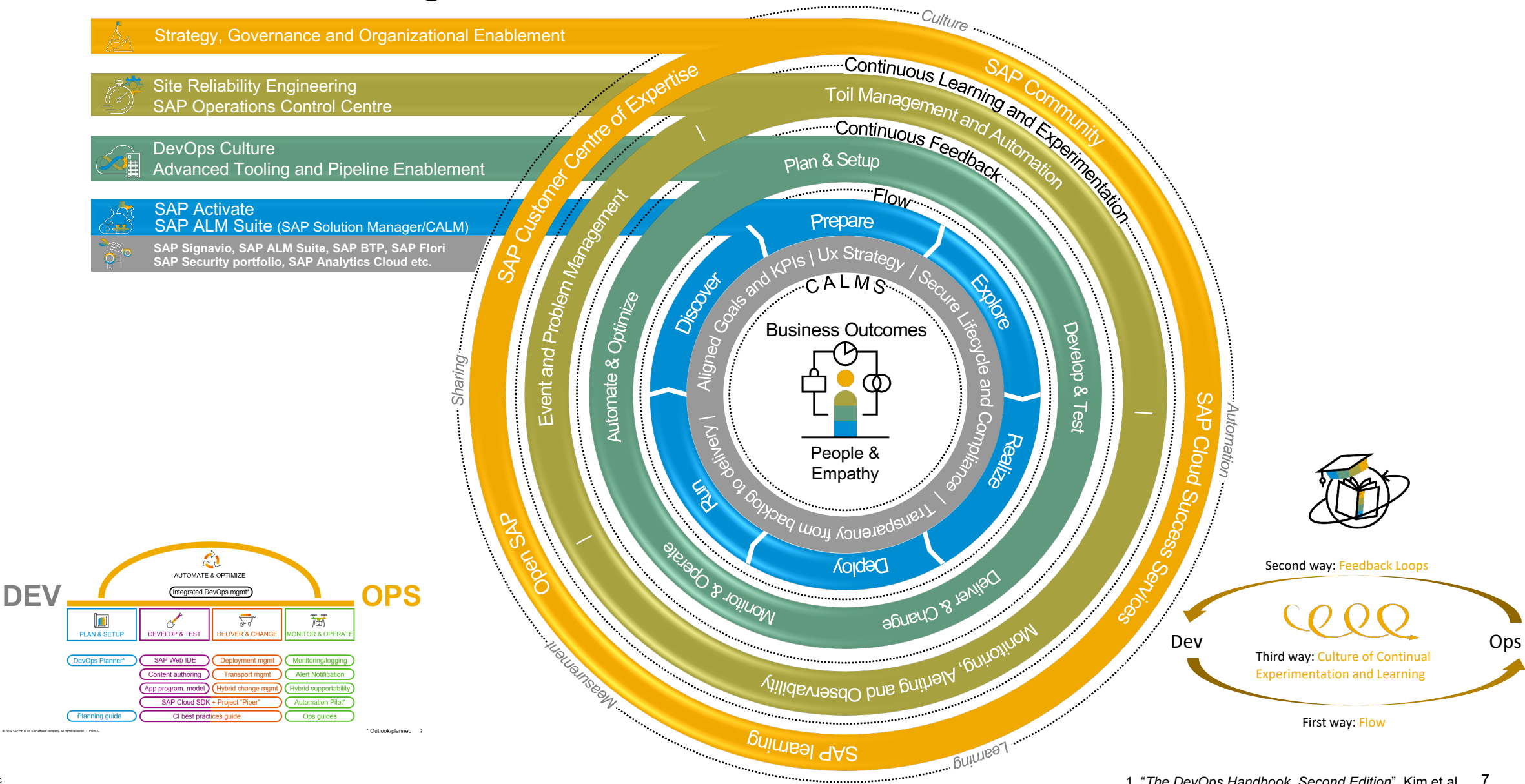


- Differentiate at scale with resilience
- Require innovations at the edge, standardize the core
- Reduce opportunity cost of slower feature delivery
- Manage the transformation in parallel to ongoing micro-innovations – the world doesn't stop until you're ready
- Leverage data
- Manage change fatigue

Example Customer Landscape – partial (anonymized)



IT Transformation – Align the elements



Golden Rules for transforming with a Cloud Mindset

1



Foster **cloud mindset** by adhering to **Fit-to-Standard** and **Agile** Deployment

2



Use pre-configured solutions with **predefined processes** and leverage **SAP Fiori UX**

3



Use modern **integration** technologies and approaches

4

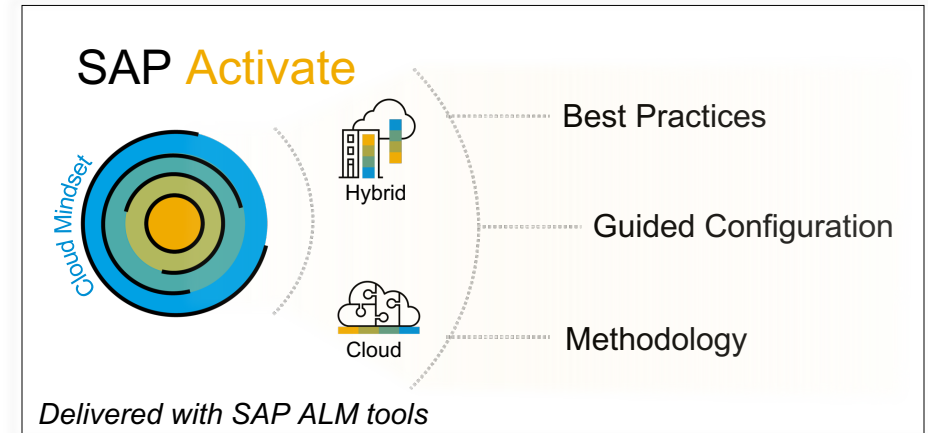


Use modern **extensibility** technologies and approaches

5



Ensure **transparency** and **governance** on deviations, with a **clean core** mindset

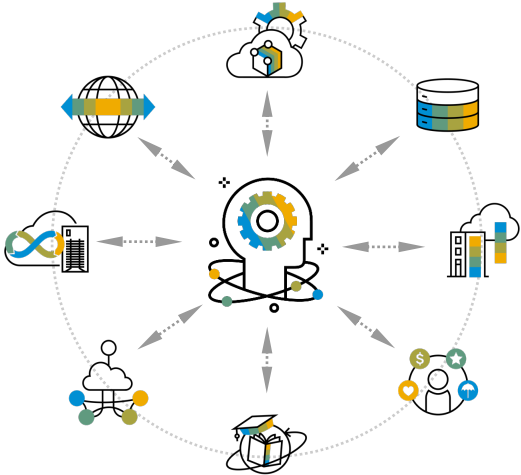


Key Benefits

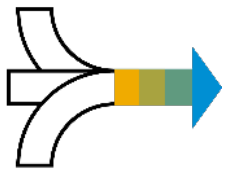
- **Faster** implementation and time to value with lower risk
- **Lower TCO**, lower effort in upgrades and increased ability to absorb SAP innovations
- **Greater business buy in** with agile delivery and business value driven approach
- **Future proofed** implementation with lower change fatigue potential

The opportunity paradox – a people perspective...

The cloud opportunity



- Increased technology options
- Greater business opportunities
- Greater personal development options
- Increased learning and progression options
- Focus on business and end user wants



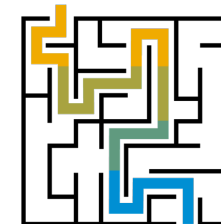
Teams need:

- Enablement with paved roads and best practices
- Leadership support on strategic decisions
- Option to deviate where it makes sense, while understanding the impact of technical debt
- Cultural change with empathy for all roles as first principle

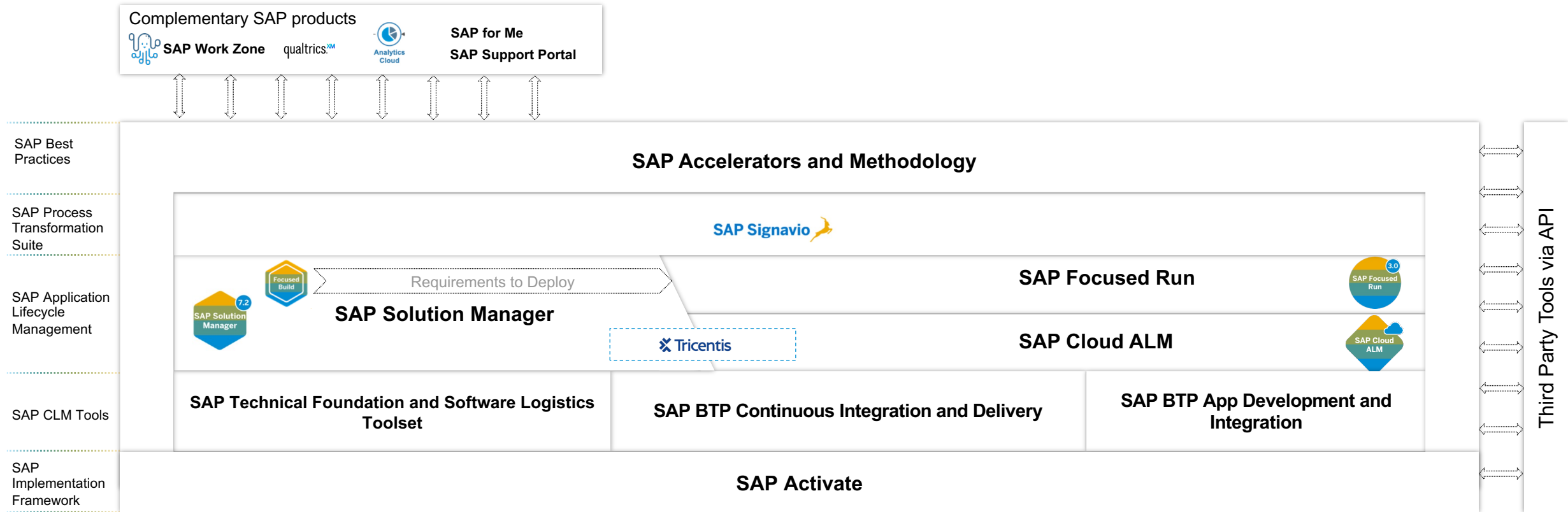
Managing the complexity



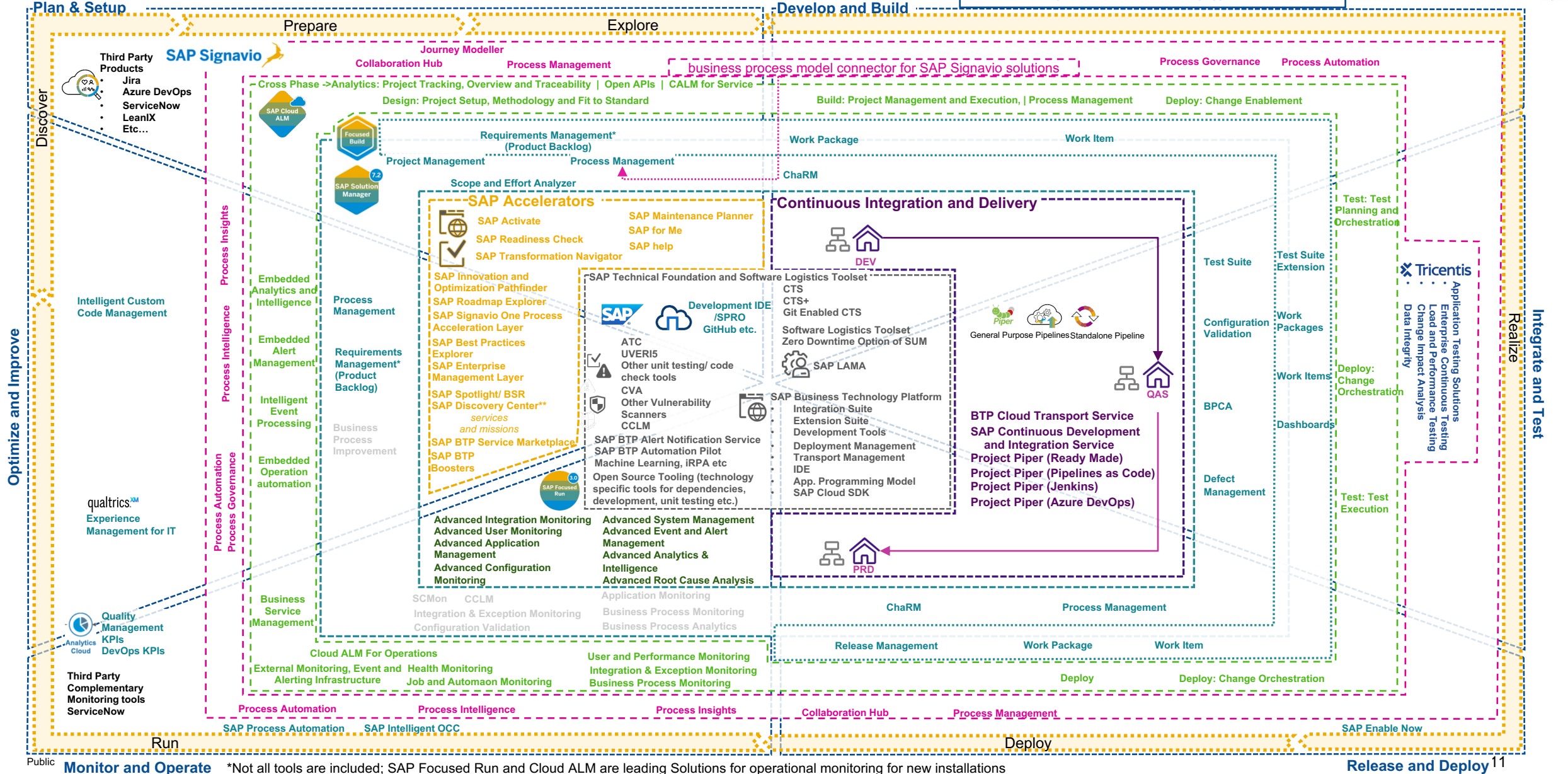
- Increased expectations of IT teams
- Increased expectation on quality
- Increased options/ownership in innovations with less ownership of entire domain
- Increased cognitive pressure
- Continually changing skillsets
- Different landscape



SAP Business Transformation Enablement



SAP Tool Reference*

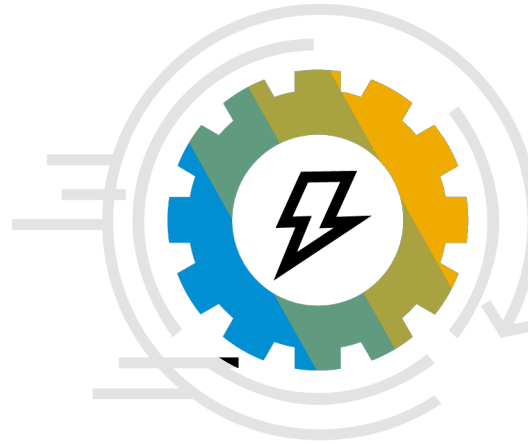


*Not all tools are included; SAP Focused Run and Cloud ALM are leading Solutions for operational monitoring for new installations

*Tools located where core usage is expected. Some may be used in other parts of the lifecycle as required

Bringing you along the paved road - focus on lifecycle management

- 
- Enterprise readiness with holistic lifecycle management**
- Technology Enablement for IT and Business Developers
 - Ease the technical burden with enterprise ready tooling; reference libraries
 - Enable integration points for local SAP and technology specific tooling



Select
SAP MaxAttention
SAP ActiveAttention
SAP Business Journeys



Reduce the cognitive load
Strategy and Tactical Enablement,
Best Practices, Paved Roads and
services

End to End Hybrid Operations
SAP MAXATTENTION

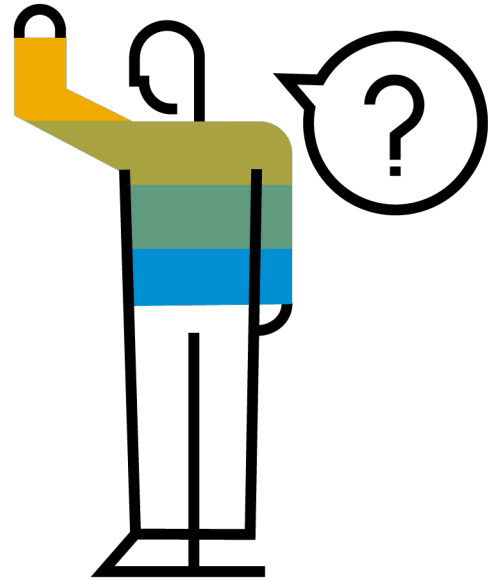
Cloud Transformation

Your once in a generation opportunity

- Cloud transformation is a journey, not a destination
- Business Goals are the key value driver
- Your People are the key to realizing that value with SAP's guidance
- Business transformation is enabled by, and requires IT transformation
- Skills, roles, responsibilities and organizations require change
- Opportunity of change requires leadership
- Approach all implementations with a cloud mindset
- Build empathy into the core of your culture



Questions?



Tussen Takk!

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