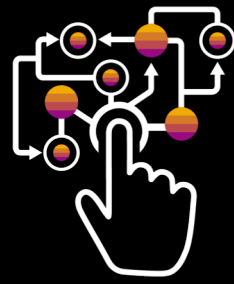


Reimagine Business Process

A step change in productivity and customer experience with new digital technologies



TO DRIVE A STEP CHANGE IN PRODUCTIVITY & CUSTOMER EXPERIENCE

Fresh thinking and new skills are required to take full advantage of new technologies. Digital business processes change the way we do business, deliver on promises, and generate value.

5 - DIGITAL CAPABILITIES FOR BUSINESS PROCESS INNOVATION THAT CREATES VALUE

1. CUSTOMER EXPERIENCE

Provide products, services, and information tailored to customers needs at the time and place of their choice

5. PEOPLE AND MACHINE COLLABORATION

Streamline operations through integrated workflows, connected assets, and complete automation or significant reduction of manual tasks



2. REAL-TIME BUSINESS

Use live information from diverse sources, to instantaneously sense and respond to demand signals

4. CROSS-ENTERPRISE COLLABORATION

Connect workforce, suppliers, and systems in a seamless manner to innovate and serve customers better

3. PREDICTIVE INSIGHTS

Institutionalize the power of foresight and simulation to drive proactive decisions, reduce latency, and increase profitability

These capabilities are not exclusive. Companies may use them in a variety of combinations to create value. If implemented the right way, these capabilities can drive a step change in productivity and profitability of any business in any industry.



CUSTOMER EXPERIENCE

Delight customer at every touch point of their journey from product search to order to delivery to post sales service

FOCUS AREAS

- Personalization
- Convenience
- Customer Journey
- Pay For Value



HOW SAP IS HELPING ITS CUSTOMERS?

[Amiqui](#) is leveraging machine learning, VR and SAP solutions to create a unique consumer experience.

Customers can now design personalized pairs of shoes, without paying more or waiting longer for the order.

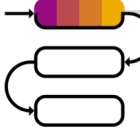


REAL-TIME BUSINESS

Work on real time information to sense and respond to changes as they occur. Empower executives to make smart decisions in real-time leveraging insightful data at their finger tips.

FOCUS AREAS

- Reduced cycle time
- Smarter decisions
- Optimize tasks
- Innovation with agility & speed



HOW SAP IS HELPING ITS CUSTOMERS?

[Swiss Federal Railways](#) monitors power demands in real time and determine which loads should be reduced. As a result, the company has reduced the investment required in additional power infrastructure by 33 percent.



PREDICTIVE INSIGHTS

Data and supercomputing has made it possible for companies to provide accurate estimates of current or future behavior. Companies can now move from reactive to proactive way of managing business and optimize every process.

FOCUS AREAS

- Assets & Supply Chain
- Customer behavior
- Disaster management
- Employee engagement



HOW SAP IS HELPING ITS CUSTOMERS?

[Hakusan Corporation](#) has built an IoT-enabled mobile app to protect hundreds of million people from major earthquake disasters. The app measures building movement before and during earthquakes, which is used to predict damage impact and act swiftly.

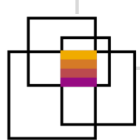


CROSS-ENTERPRISE COLLABORATION

Connect workforce, business partners, and processes in a seamless manner to serve customers better and operate with low friction and costs, across the value chain.

FOCUS AREAS

- Supply chain execution
- Cost management
- Financial supply chain
- Data sharing to achieve common goals



HOW SAP IS HELPING ITS CUSTOMERS?

[Boehringer Ingelheim GmbH](#) has established a pharma network, that links organizations across the pharmaceutical supply chain to exchange information, ensure integrity and fight counterfeit medicines.

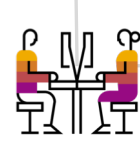


PEOPLE & MACHINE COLLABORATION

Drive a step change in productivity from your employees and assets through seamless collaboration. Machines can take over voluminous and repetitive tasks from their human colleagues.

FOCUS AREAS

- Smart automation
- Business without bias
- Augmented intelligence
- Automated shared services

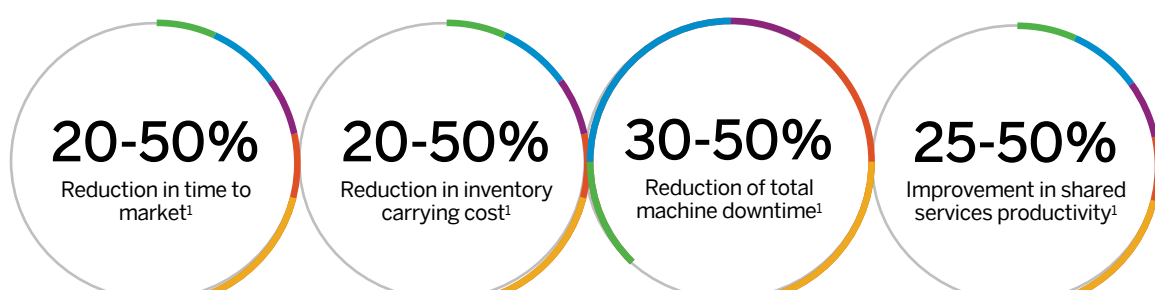


HOW SAP IS HELPING ITS CUSTOMERS?

[BASE](#) is using machine learning to increase efficiency in their finance organization. They leverage machine learning to auto-match payments to invoices with a 94 percent accuracy rate. This means that a lot of the workers can focus on more value-added work.

THE POTENTIAL BUSINESS VALUE OF NEW TECHNOLOGIES IS TOO GREAT TO IGNORE

Revenue growth, productivity increase, and cost reductions are just some of the potential outcomes of new technologies – if they are embraced appropriately.



IT IS TIME TO EXECUTE!

What if your competitor achieves these results first?

Sources: 1: SAP Benchmarking and [McKinsey](#)

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