

Mobile Empowerment Disruptive B2B2C-Anwendungen im Internet der Zukunft

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The SAP logo is located in the bottom left corner of the slide. It consists of the letters 'SAP' in a bold, white, sans-serif font, set against a blue rectangular background with a white diagonal line running from the top-left to the bottom-right.

A dark gray world map is centered in the background of the slide. The map shows the outlines of continents and countries. At the top of the slide, there is a solid yellow horizontal bar.

Agenda

1 SAP Research in a Nutshell

2 Some Trends we will face

3 Some Scenarios

We look into the future of IT and business software.

How will the business world look like in 3, 5, and 10 years?

What are game-changing future trends?

How can we help our customers to run better?



We work in a broad ecosystem.



200 +
projects

700 +
employees and PhD
candidates

800 +
industry and research
partners worldwide

19
locations worldwide

11
research practices and
innovation groups

We are a global team



Locations with 4 or more employees

We co-innovate and collaborate.



BUSINESS STRATEGY

We identify, evaluate, and create new businesses and next big things.

emerging economies

future energy

future logistics

future manufacturing

future retail

urban management



TECHNOLOGY STRATEGY

We strengthen our technological foundation.

security

big data

hardware

platforms

human computer interaction



TALENT & SKILL STRATEGY

We benefit from our global network.

university ecosystem

software campus



talent attraction & retention

PhD program

A dark gray world map is centered in the background of the slide. The map shows the outlines of continents and countries. A solid yellow horizontal bar is at the top of the slide. A thin white horizontal line is positioned below the 'Agenda' title. Another thin white horizontal line is positioned below the second agenda item. A thin white horizontal line is at the bottom of the slide.

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Predetermined Trends we will face

Non-Technological Drivers

Demography

Population growth will take place in the developing world

Economic Power is Multi-polar

Wealth, prosperity and economic power will continue dispersing across the world

Healthcare

Will increase as major focus of public concern and spending due to populations age

Natural Resource Constraints

Perceptions of resource shortages drive national strategies based on zero-sum calculus

Life-long Education

Potential for individual human agency will expand in a range of ways

Technological Revolutions

Mobile Connectivity

Virtual connections grow, even as physical networks shrink and localize

Masses of new data

Availability of data to be queried for new analytical insight will change our mindsets

Digitization

Will continue to roll through industries and business processes of all kinds

User experience

Rapid improvement of the user experience, legibility and action ability of systems

Access to information

Real-time information availability will change the forms of organizations

The Business in 2020: Mega-Trends

**HYPERCONNECTED
WORLD**

**REGULATED
WORLD**



**COMMUNITIES
OF BUSINESS**

A dark gray world map with white outlines of continents and countries, serving as a background for the text.

1972

Our World's population was **3.8bn**
Only **36%** were living in cities.

A dark gray silhouette of a world map is centered in the background. The map shows the outlines of continents and countries. Overlaid on the map is white and yellow text.

2012

Our World's population is **7bn**.
Already **50%** are living in cities.

A dark gray world map with white outlines of continents and countries, serving as a background for the text.

2052

Our World's population will reach **9bn**

Predicted **70%** will live in cities.

Data, Data Everywhere

Digital Media



Business Data



A/V Streams



Social Networks



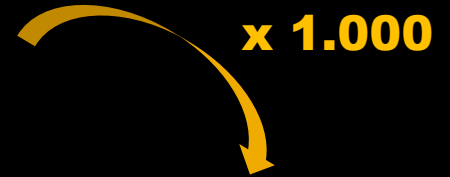
Digital Shadow



Logfiles



Surveillance Videos



Internet of Things



RFID

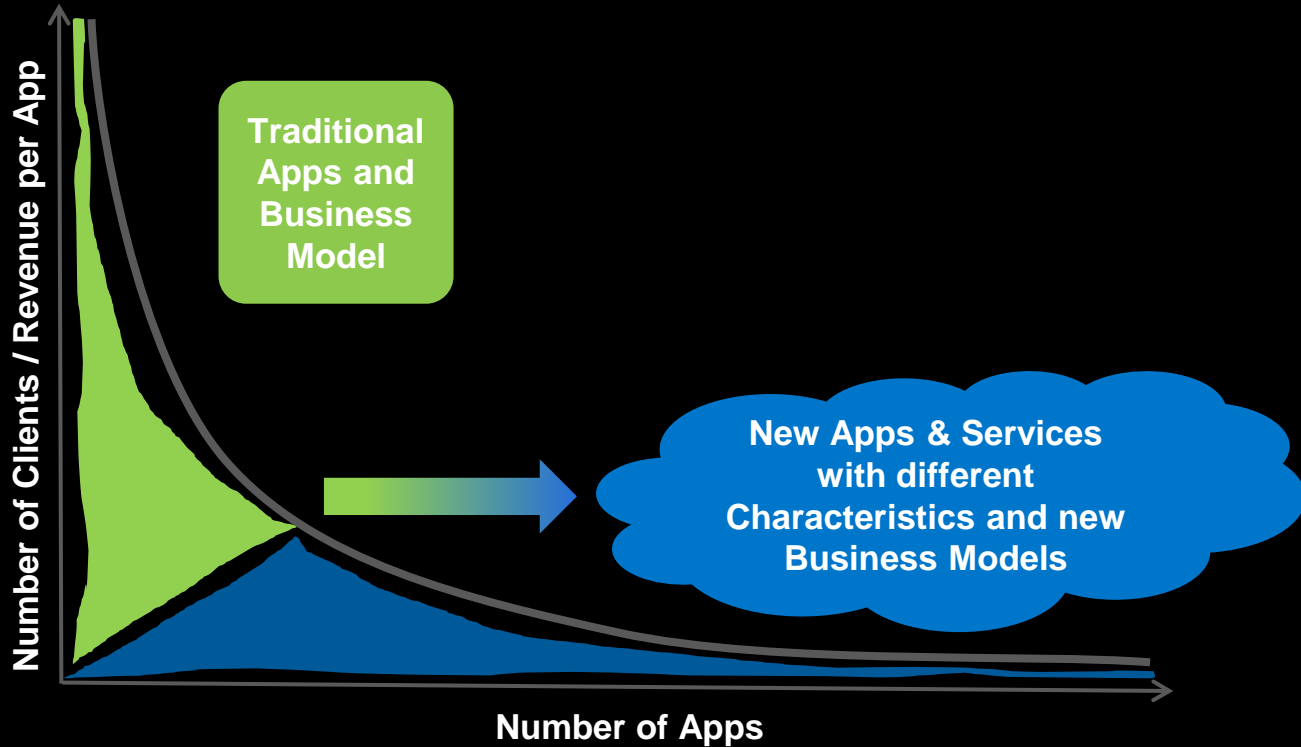


Smart-Grids

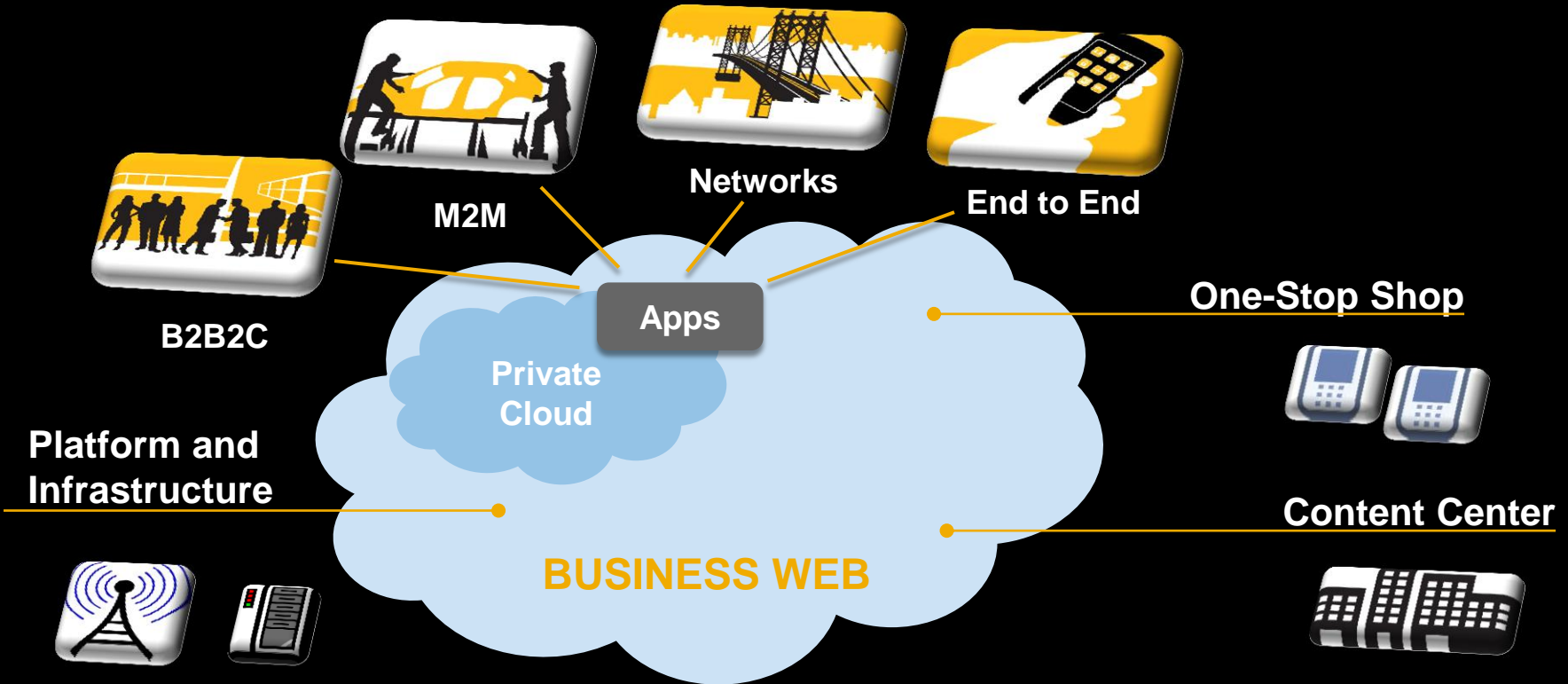


Genome Sequencing

A shift in the App market opens up unique opportunities



The Business Web Vision



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Precision Retailing

Why?



- Help to increase the margin for retailers
- Reach consumers with targeted offers / deals
- Increase image of retailers and help to position them as thought leaders in the area

What?



- Real-time on-demand marketing platform both for retailers and end consumers
- Mobile shopping assistant that delivers relevant product information, location, and special offers
- Dashboard for retailers to gain information

Business Model



- Retailer pays SAP per App download
- SAP gets a share from each coupon redeemed ⇒ SAP shares success with its customers
- Retailer charged per employee using the dashboard **SAP RESEARCH**

Smart Asset Tracking

Why?



- Real-time insights into sales, conclude on conversion rate
- Avoid stock-outs
- Increase supply efficiency
- Detect failures
- Increase sales

What?



- Cabinets as smart items connected to the backend allowing real-time monitoring and enabling faster reactions
- Mobile App for truck drivers
- App for improved planning of daily logistics

Business Model



- Subscription fee per connected ice cream cabinet (bundling)
- Subscription fee to monitor connected assets (business user)
- Subscription fee per user (dispatcher)

Pay for Performance in Healthcare

Why?



What?



Business Model



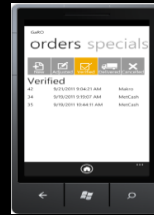
- Charging for health outcome instead of number of units sold
- Need to differentiate from price aggressive competitors
- Convince payers of the benefits of new treatments
- Characterize patient sample based on stadium of diseases e.g. through metabolic data
- Compare patient sample with average progression
- Bonus or malus payments
- Subscription fee to access data and use analytical tools based on number of patients
- Subscription fee for third party cloud applications for specific algorithms

Last Mile Network -> Business in your Pocket

Why?



What?



Value Proposition



Potential market

- Last-mile VSME retail stores : Large untapped market opportunity
- Customer Pain - the last mile retail stores in India have a highly inefficient, manual supply chain
- Business needs not satisfied by current SAP product / services

Mobile services offered for very small enterprises in emerging economies

- Procurement
- Sales
- Financials
- Inventory
- Transportation
- Repair Services

Leverage of ecosystem

- Expand total addressable market for SAP
- Integrated mobile business services solution for Very Small Enterprises in Emerging Economies

Use energy in a sustainable way

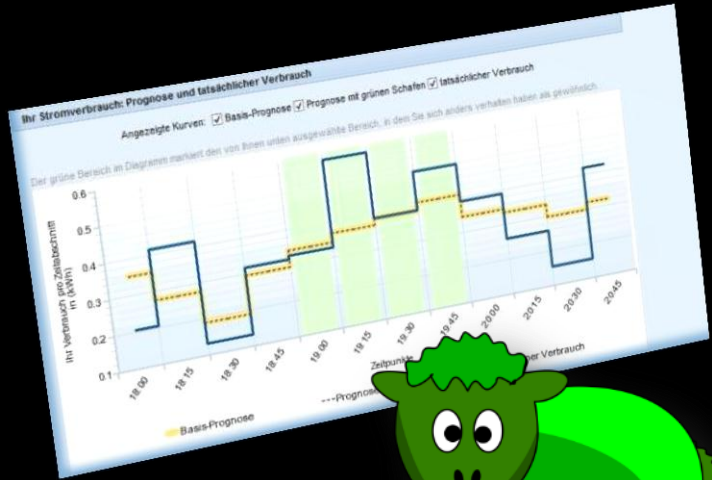


Information and Communication Technologies (ICT) and especially new applications can help sustain electricity supply while protecting the environment.

ICT will enable a wider integration of renewable energy, promote innovative low-carbon transport alternatives such as electric vehicles and encourage the way electricity is consumed.

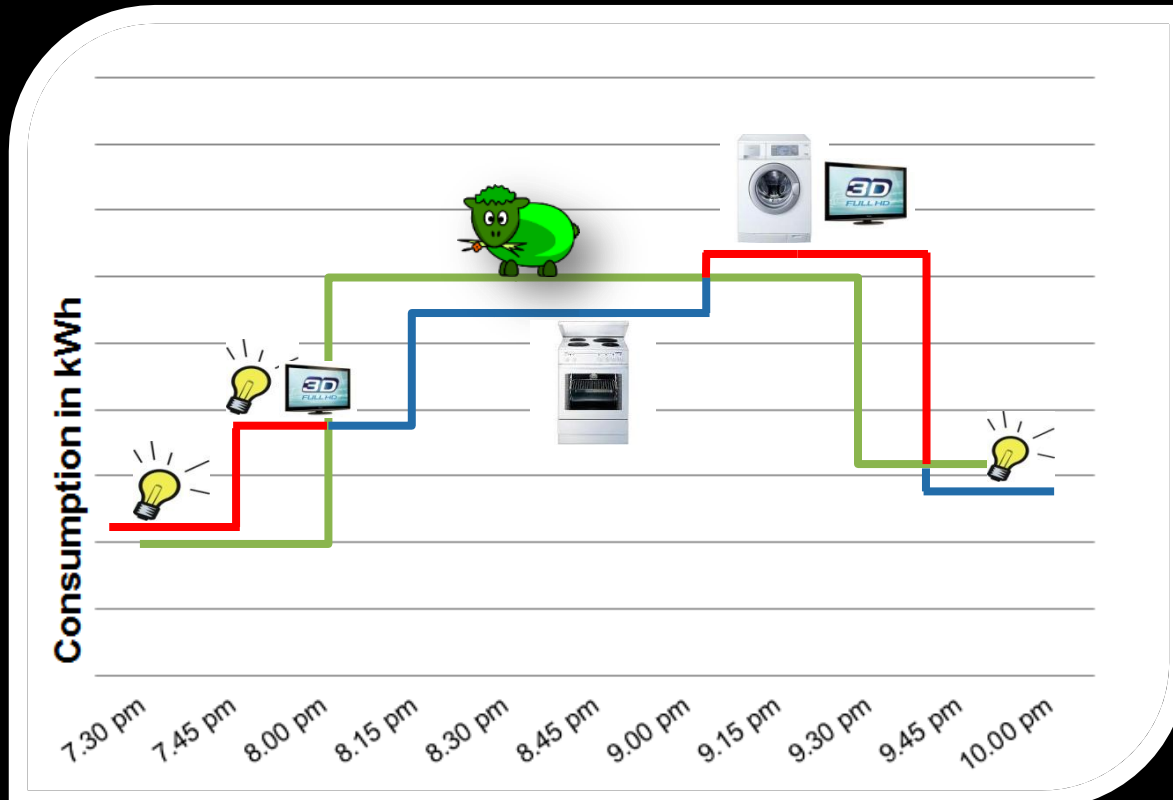
Over 1.0 billion tons of Carbon Dioxide emissions can be saved by 2020 on a world wide scale through Smart Grids

Individual prognoses with green sheep



- Together with project partners we
 - build up an infrastructure for smart grids
 - and enable continuous consumption prognoses
 - to supply required energy more efficiently
- Together with a thousand test customers
 - we test new services for a better energy management
 - that allow more interactions between supplier and consumer
 - to create individual consumption prognoses and thereby save more energy

The Green Sheep - Notification Scenario



- planned energy consumption (consumer)
- real consumption – above plan
- real consumption – below plan



“The best way to predict the future is to invent it.”

(Alan Kay)

RUN

like never before.

If you could do anything with your business, what would you do with it? Where would you run with it? Whatever your vision is, SAP can help you make it real. Accelerate change. Seize opportunity wherever and whenever you find it. Unlock insights instantly. From fine-tuning your business to transforming it entirely, SAP can help you run in entirely new ways.

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RUN BETTER. 



Thank you!

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