The
Intelligent
Enterprise

THE BEST RUN

SAP

The next era of enterprise computing

Intelligent technologies

Future business challenges

The Intelligent Enterprise

The Intelligent Enterprise: next practices

SAP's unique position

Next-practice outcomes

The next era of enterprise computing
will be defined by intelligent technologies

For more than 45 years, SAP has been on a journey with our customers, helping them create value for their organizations by applying technology to solve some of their most complex challenges. In each era of enterprise computing, we've evolved our strategy – and product portfolio – so our customers can run better.

In the 1960s and 1970s, as mainframe computing gained popularity, we enabled our first customers to automate their plant floor operations with material requirements planning software. In the 1990s, as companies expanded their use of the Internet, we helped connect our customers' headquarters with their subsidiaries through software for enterprise resource planning.

And over the past 10 years, as cloud computing and Big Data have become ever more pervasive, our SAP HANA® software, along with our extensive portfolio of cloud applications, has helped our customers begin their own digital transformations.

Now, as technologies such as artificial intelligence, machine learning, the Internet of Things (IoT), advanced analytics, and blockchain become mainstream, SAP has a new opportunity – to help turn our customers' businesses into intelligent enterprises, with new capabilities that enable their workforces to focus on higher-value outcomes.

The next era of enterprise computing

Intelligent technologies

Future business challenges

The Intelligent Enterprise

The Intelligent Enterprise: next practices

SAP's unique position

Next-practice outcomes

Mainframe and PCs
1960s–1980s

Industrial Automation
- Transistors and silicon revolution
- Large-scale mainframe computing adoption
- Emergence of PCs
- Plant floor automation

Client Server and Internet
1990s–2000s

Business Process Automation
- Widespread PC adoption
- Broadband and Internet
- ERP and business
- Process technologies

Cloud, Mobile, and Big Data
2000s–2010s

Digital Transformation
- Mobile and smartphone ubiquity
- Cloud computing
- Social networks
- Big Data

Intelligent Technologies
2010s–2020s

Intelligent Enterprise
- Machine learning and artificial intelligence
- IoT and distributed networks
- Blockchain

Intelligent technologies will drive
a next-generation value economy

Advances in machine learning are enabling algo-
rithms to become highly accurate in natural
language understanding and in image and speech
recognition. Businesses can use these increas-
ingly sophisticated capabilities to drive the next
level of intelligent business-process automation
and eliminate repetitive manual tasks.

Automation can now also be implemented far
more cost-effectively, because it is embedded
more and more within business processes. All
of which means that the workforce will be able
to focus on high-value activities such as customer
success, strategic planning, and innovation.

Advances in ubiquitous connectivity and edge
computing are creating a step change in busi-
ness productivity. This connectivity, coupled with
artificial intelligence and machine learning, can
be used to analyze petabytes of data to affect
real business outcomes.

The IoT can connect the entire value chain,
from design to production to supply chain, and
data-driven insights into customer preferences
can inspire better design, lower material costs,
and reduce risk. Real-time analysis of machines
can predict maintenance needs, identify potential
quality problems in manufacturing processes
before they occur, and reduce asset downtime
by as much as 50%.

The integration of advanced analytics capa-
bilities into applications allows business users
to analyze data on the fly and informs better
decision-making. Empowered users, benefiting
from embedded analytics in business processes,
can get real-time visibility into their changing
environment, simulate the impact of business
decisions, and achieve better customer
outcomes.

60%
Of human tasks will be automated by 2025

99%
Accuracy in voice and video recognition
by 2020

97%
Image recognition accuracy today
(better than human accuracy: 95%)

US$3.5 trillion
Annual value created in the enterprise

Future business challenges
will be radically different

The global economic growth of the last nine years has been powered largely by technology. Record corporate profits and new business models can all be tied to technology-driven innovation. The difference between winners and losers is their ability to embrace digital technologies. The next decade will, of course, bring about even greater tectonic shifts in how enterprises reap profits and surpass their competition.

To address these challenges, businesses need to make sense of a growing volume of data, create a step change in productivity, and innovate with relentless clock speed.

In other words, they need to accelerate value creation.

This is the heart of an intelligent enterprise.

The next era of
enterprise computing

Intelligent
technologies

Future business
challenges

The Intelligent
Enterprise

The Intelligent
Enterprise:
next practices

SAP's unique
position

Next-practice
outcomes

ACROSS THE BUSINESS LANDSCAPE, LEADERS FACE STRATEGIC CHALLENGES AND ARE ASKING THEMSELVES THE FOLLOWING QUESTIONS.

How do you fund – and implement – innovation for tomorrow while still running today's business?

Disrupters are gaining momentum and reshaping industries through innovative business models.
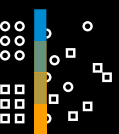
How can you derive more-actionable insights from enterprise data to help your business partners react faster to new opportunities?

Businesses are generating an overwhelming volume of data. However, most of them are unable to use it effectively to improve productivity.

How can you use your data to create an engaging employee experience for millennials – and for all employees?

The millennial workforce brings a new set of skills, as well as a desire for more purpose-driven work. They want to work for companies that are committed to making a positive social and environmental impact in the world.

How do you better understand what consumers really want – and how do you deliver the best experience for them?

As switching costs decline, empowered customers expect companies to build intuitive products, provide seamless user experiences, and create outcomes that surprise and delight.

The next era of
enterprise computing

Intelligent
technologies

Future business
challenges

The Intelligent
Enterprise

The Intelligent
Enterprise:
next practices

SAP's unique
position

Next-practice
outcomes

The Intelligent Enterprise

To help businesses become intelligent enterprises and achieve breakthrough outcomes, SAP provides three essential components.

Intelligent Suite
Will offer unparalleled, breakthrough business value

We provide intelligent, integrated applications that enable our customers to automate their day-to-day business processes and better interact with their customers, suppliers, and employees. These applications are industry specific, global, and applicable to large enterprises and to small and midsize enterprises.

Digital Platform
Will enable data-driven intelligence and innovation

With SAP® Cloud Platform and SAP HANA Data Management Suite, we facilitate the collection, connection, and orchestration of data, as well as the integration and extension of processes within the intelligent suite.

Intelligent Technologies
Will embed intelligence in applications and facilitate new co-innovations

With SAP Leonardo technologies, we embed intelligent technologies in our customers' core processes, enabling them to use their data to detect patterns, predict outcomes, and suggest actions. For customers who want to innovate even faster, we offer industry innovation kits and open innovation services, which apply design thinking methodologies to new business models by industry.

The next era of
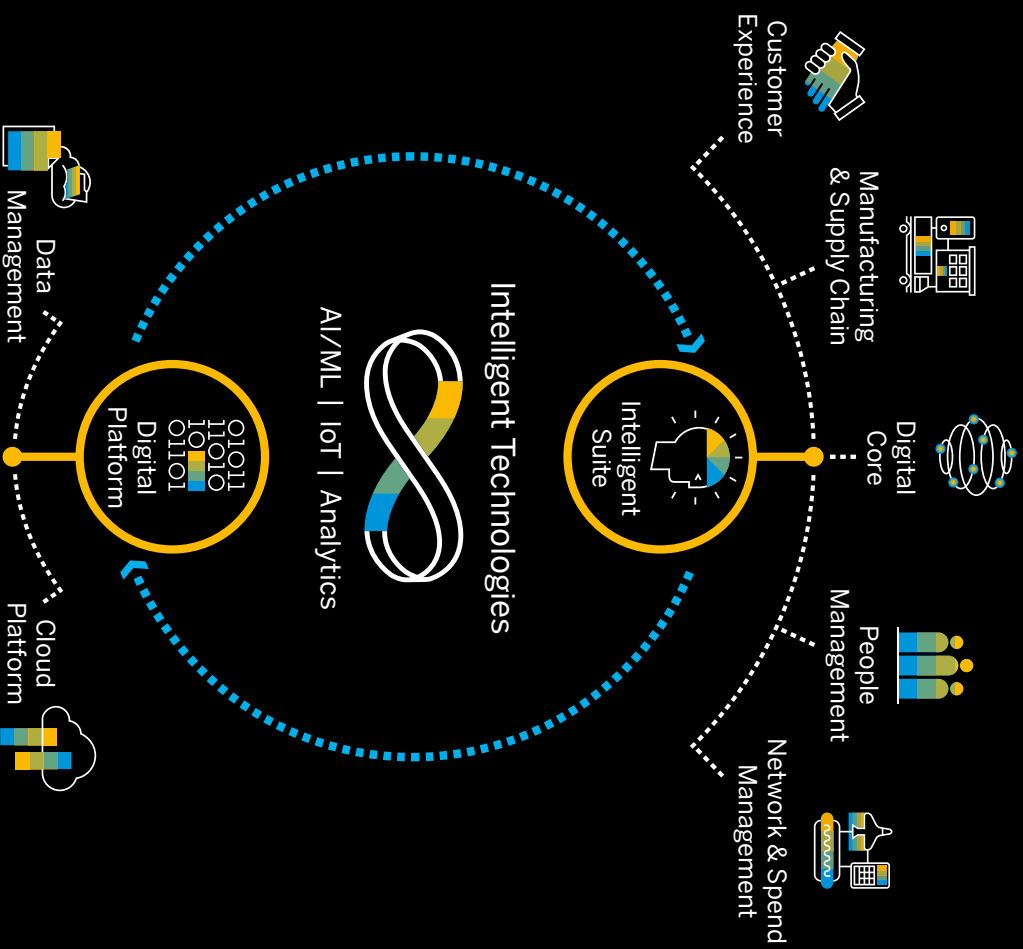enterprise computing

Intelligent
technologies

Future business
challenges

**The Intelligent
Enterprise**

The Intelligent
Enterprise:
next practices

SAP's unique
position

Next-practice
outcomes

Intelligent Technologies

AI/ML | IoT | Analytics

Digital
Platform
OlOll
llOlO
lO
OllOl

Intelligent
Suite

Data
Management

Cloud
Platform

Customer
Experience

Manufacturing
& Supply Chain

Digital
Core

People
Management

Network & Spend
Management

The next era of
enterprise computing

Intelligent
technologies

Future business
challenges

The Intelligent
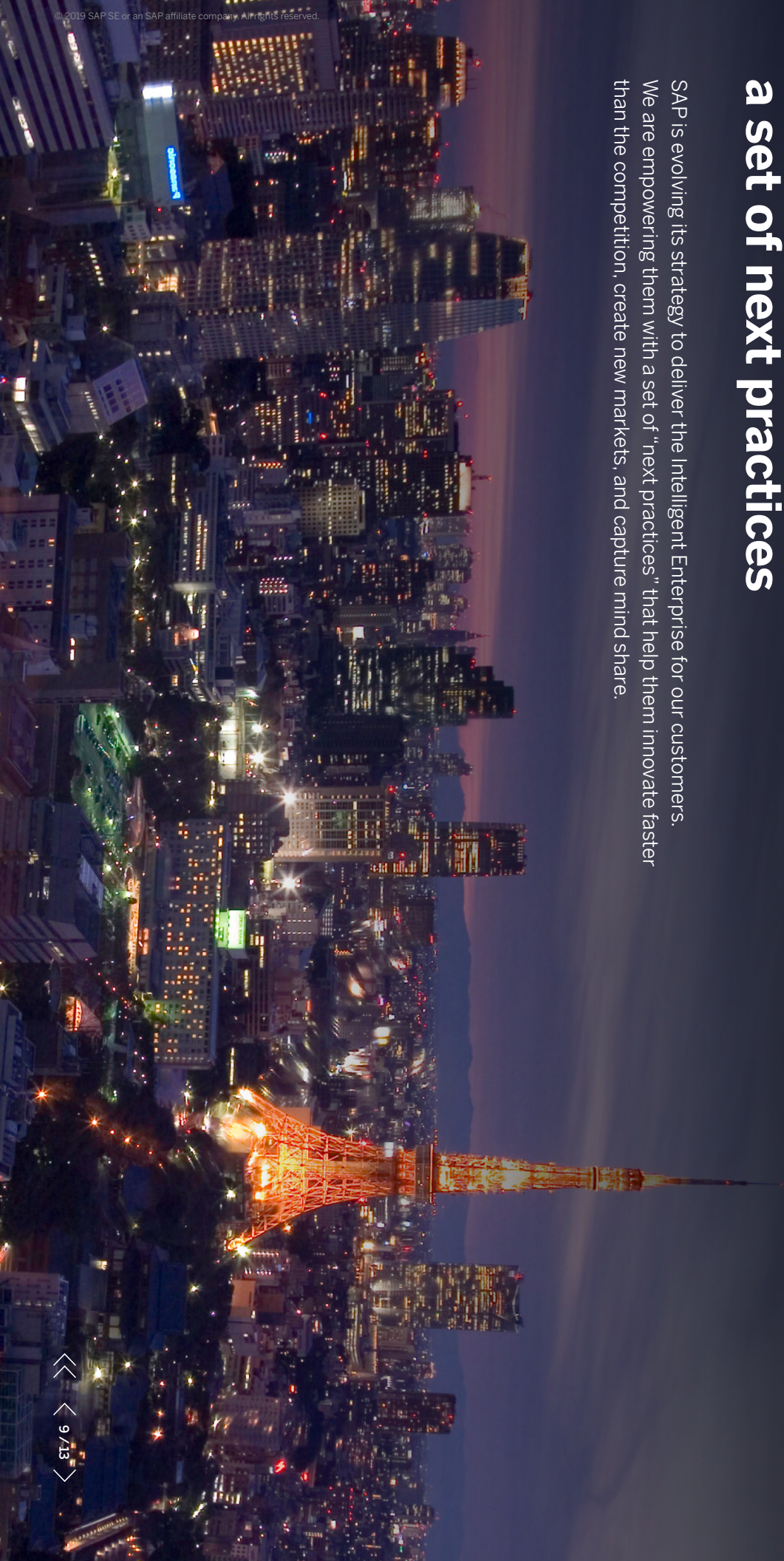Enterprise

**The Intelligent
Enterprise:
next practices**

SAP's unique
position

Next-practice
outcomes

The Intelligent Enterprise will enable a set of next practices

SAP is evolving its strategy to deliver the Intelligent Enterprise for our customers. We are empowering them with a set of "next practices" that help them innovate faster than the competition, create new markets, and capture mind share.

The next era of enterprise computing

Intelligent technologies

Future business challenges

The Intelligent Enterprise

The Intelligent Enterprise: next practices

SAP's unique position

Next-practice outcomes

THESE NEXT PRACTICES ARE MADE POSSIBLE BY NEXT-GENERATION INTELLIGENT TECHNOLOGIES, WHICH ACCELERATE VALUE CREATION THROUGH THREE CORE CAPABILITIES.

Visibility

Tap into siloed or external data, and recognize previously unseen patterns.

Focus

Simulate the downstream impacts of critical decisions, and allocate scarce resources.

Agility

Adapt business processes in response to changing market conditions in real time.

THESE ENHANCED CAPABILITIES WILL EMPOWER SAP CUSTOMERS TO ACHIEVE THREE CRITICAL OUTCOMES FASTER, MORE EFFECTIVELY, AND MORE COMPLETELY THAN EVER BEFORE.

Do more with less, and empower employees.

Deliver a best-in-class customer experience.

Invent new business models and revenue streams.

SAP is uniquely positioned to deliver the Intelligent Enterprise to our customers

The Intelligent Enterprise is more than just automated business processes. It's a vision — how we at SAP see the future of business for our customers, the future of work for our customers' employees, and the future of experience for our customers' customers.

ONLY SAP CAN DELIVER ON THIS VISION, BECAUSE WE SUPPORT:

1 **Full integration** across the processes that matter most to our customers, built on common master data, domain models, and platforms

2 **Industry expertise** to help make sense of customers' data in the specific context of their businesses, using insights about their own performance to optimize algorithms

3 **Embedded intelligence** that integrates core solutions as part of customers' standard road map, so they don't need to create a separate data lake or purchase additional tools

The next era of enterprise computing

Intelligent technologies

Future business challenges

The Intelligent Enterprise

The Intelligent Enterprise: next practices

SAP's unique position

Next-practice outcomes

SAP is already enabling customers to achieve real-world, next-practice outcomes

For more than 45 years, our customers have trusted us to be the custodians of their business data, which is the key asset for building intelligent algorithms. With an intimate understanding of how our customers run every line of business across 25 different industries, we are better positioned than anyone else in the marketplace to generate intelligent insights for our customers.

SAP CUSTOMERS WITH SMALL AND MIDSIZE BUSINESSES ARE ABLE TO:

Redefine the end-to-end customer experience

- Direct execution of personalized multilanguage mailings
- Multichannel communication
- Subscription-based business*
- Self-service enabled by chatbots and voice*
- Omnichannel sales and service experience*

Deliver a step change in productivity

- End-to-end process automation and transparency
- Automated invoice and payment matching
- Mobile field service and repair
- Exception-based three-way supplier invoice matching
- Machine learning–enabled supplier invoice processing
- Predictive lead management*
- Predictive maintenance and service*

Transform workforce engagement

- Built-in, real-time analytics
- CXO dashboards and board-room of the future
- Automated, task-based work distribution
- SAP 360 Customer solution anywhere and anytime
- Guided buying for materials procurement
- Mobile warehouse execution*

*In combination with other SAP or partner solutions

Learn more

Find out how SAP can help small and midsize businesses like yours become more intelligent with next-generation technologies and support.

Visit us online

Participate in our on-demand Webinar to learn more about business trends and success strategies for small and midsize businesses embracing the Intelligent Enterprise.

Register now

Follow us

www.sap.com/contactsap

Studio SAP | 62034enUS (19/01)

THE BEST RUN

SAP

®

No part of this publication may be reproduced or transmitted in any form or for any purpose without the express permission of SAP SE or an SAP affiliate company.

The information contained herein may be changed without prior notice. Some software products marketed by SAP SE and its distributors contain proprietary software components of other software vendors. National product specifications may vary.

These materials are provided by SAP SE or an SAP affiliate company for informational purposes only, without representation or warranty of any kind, and SAP or its affiliated companies shall not be liable for errors or omissions with respect to the materials. The only warranties for SAP or SAP affiliate company products and services are those that are set forth in the express warranty statements accompanying such products and services, if any. Nothing herein should be construed as constituting an additional warranty.

In particular, SAP SE or its affiliated companies have no obligation to pursue any course of business outlined in this document or any related presentation, or to develop or release any functionality mentioned therein. This document, or any related presentation, and SAP SE's or its affiliated companies' strategy and possible future developments, products, and/or platforms, directions, and functionality are all subject to change and may be changed by SAP SE or its affiliated companies at any time for any reason without notice. The information in this document is not a commitment, promise, or legal obligation to deliver any material, code, or functionality. All forward-looking statements are subject to various risks and uncertainties that could cause actual results to differ materially from expectations. Readers are cautioned not to place undue reliance on these forward-looking statements, and they should not be relied upon in making purchasing decisions.

SAP and other SAP products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of SAP SE (or an SAP affiliate company) in Germany and other countries. All other product and service names mentioned are the trademarks of their respective companies.

See www.sap.com/copyright for additional trademark information and notices.