



Intelligent Enterprises Powered by DATA

Timo Elliott, Innovation Evangelist, SAP

THE BEST RUN



Analysis skills

Common sense



**Intelligent
Enterprise**

Resilience

Teamwork

Ability to learn and adapt



**...as a continuous process,
rather than with manual steps**

Technology is business!

“By 2022, 90% of corporate strategies will explicitly mention information as a critical enterprise asset and analytics as an essential competency.

Your ability to transform your business to compete in the emerging digital economy will require orders of magnitude and faster-paced, forward-looking decisions.”



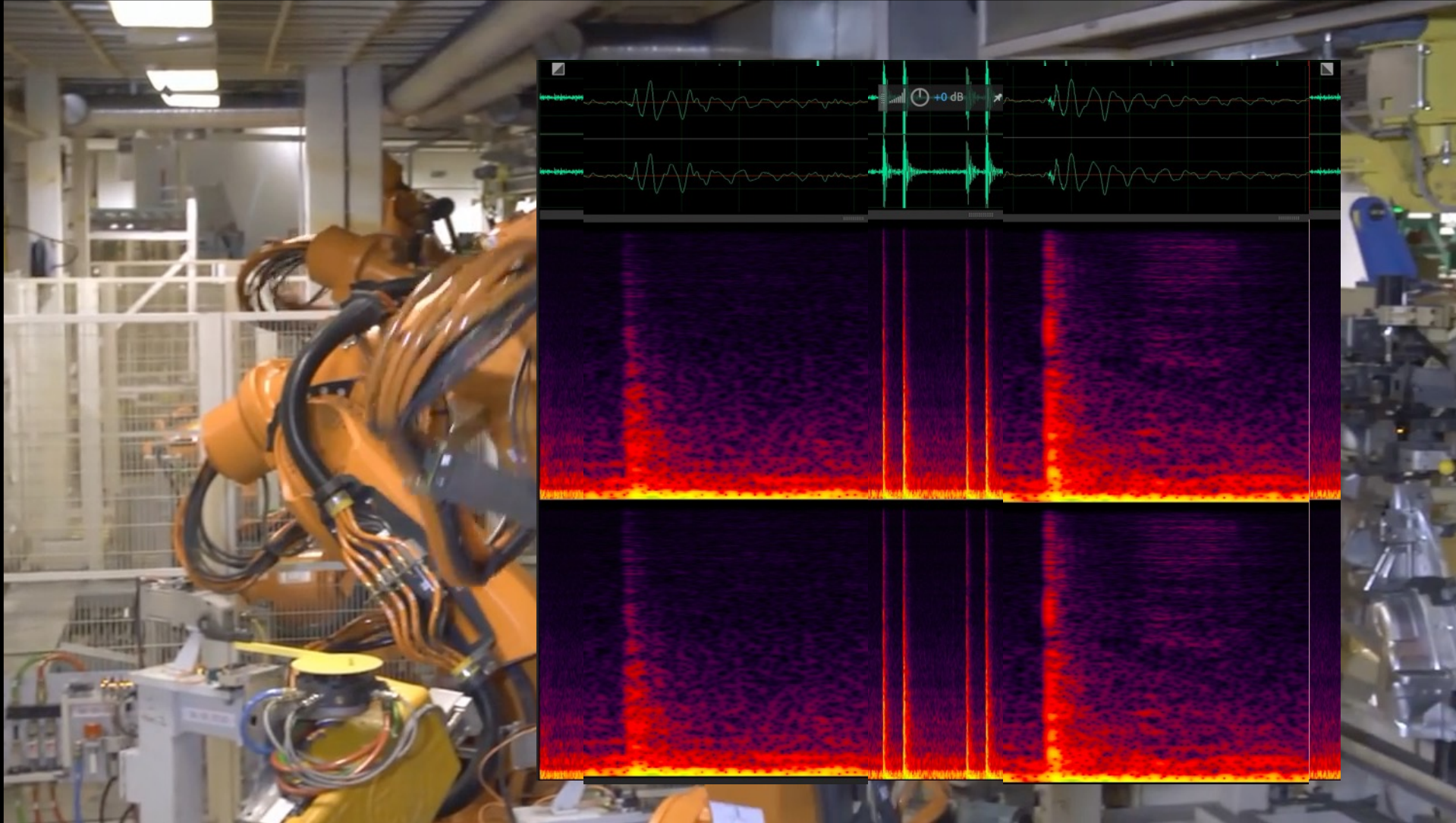
**Business
Visibility**

**Actionable
information**

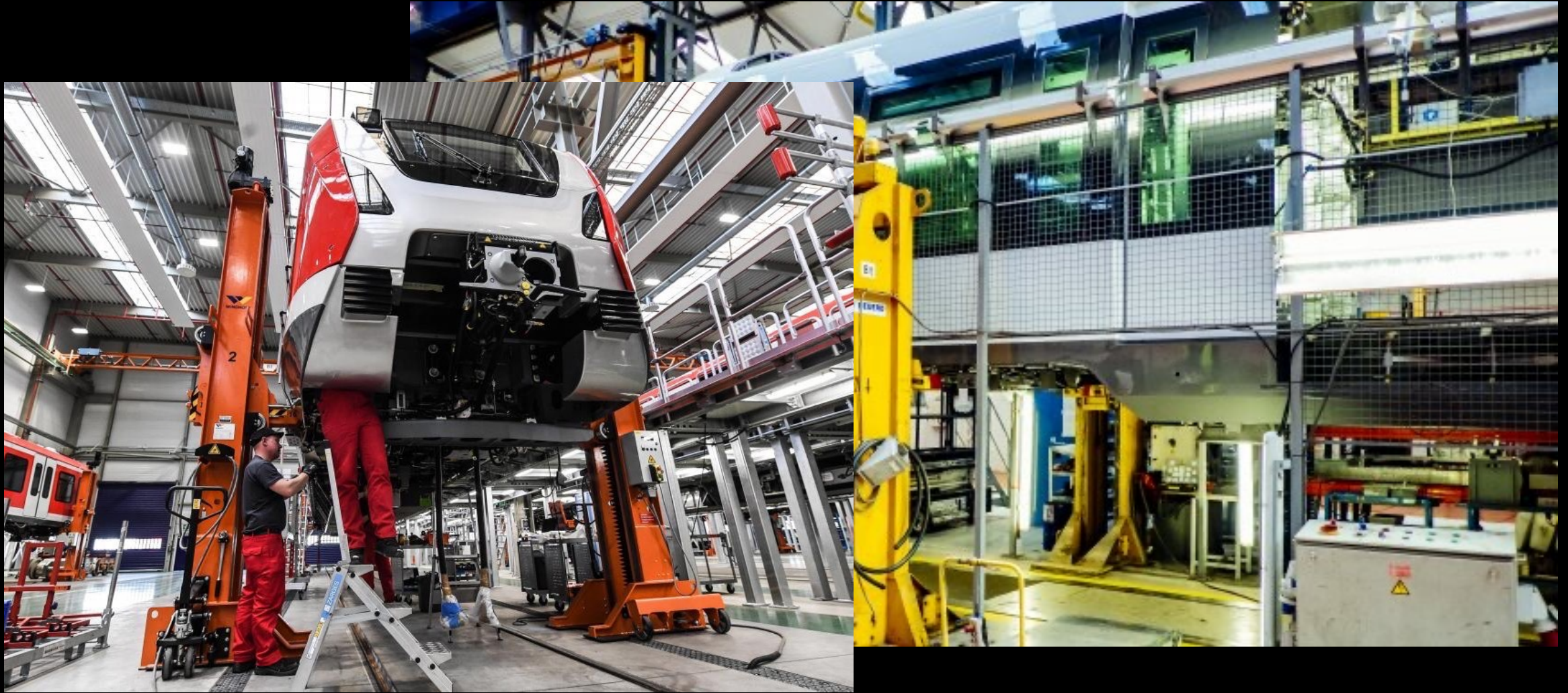
**People
Enablement**

**Business
Models**

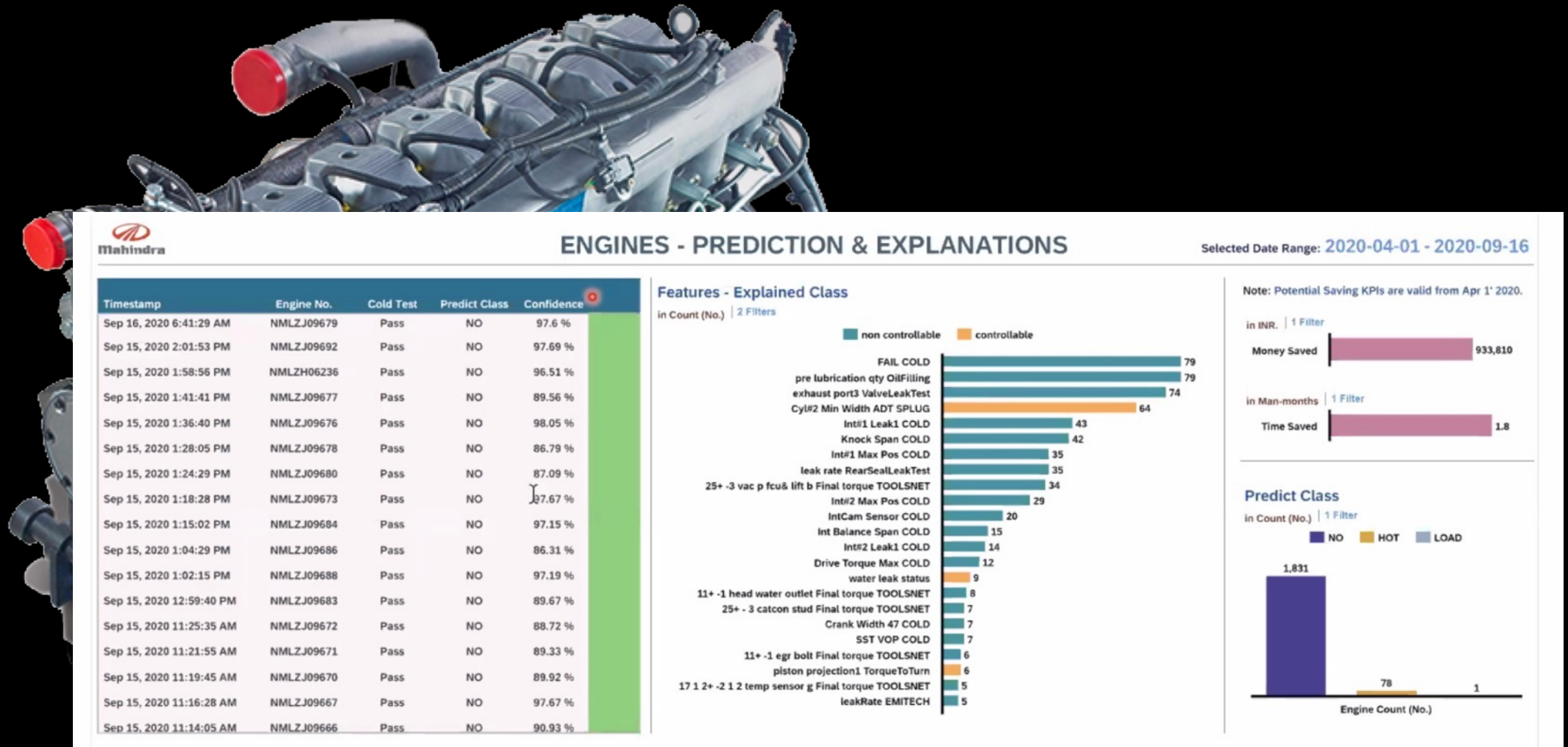
Listening to bad welds



Assembling trains with LoRaWAN



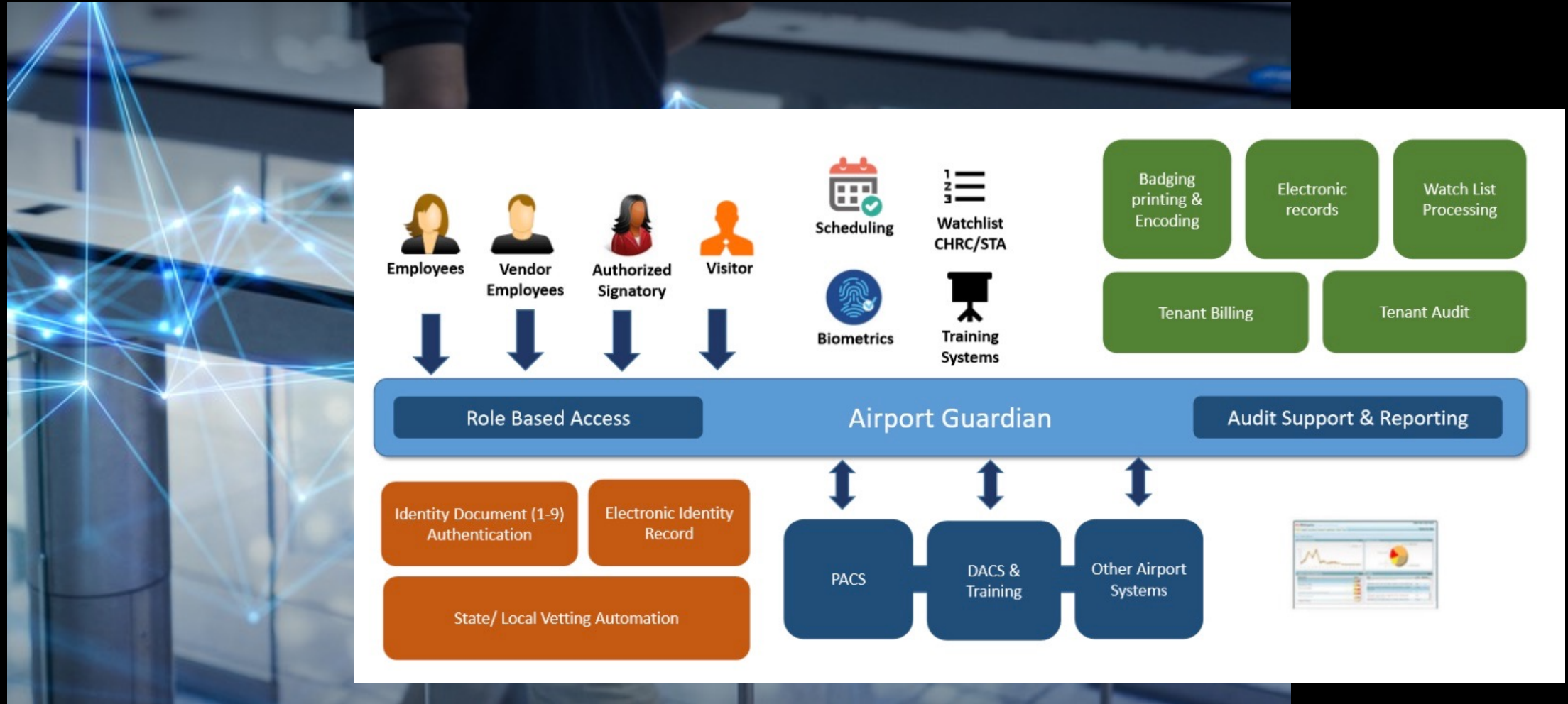
Predictive engine testing



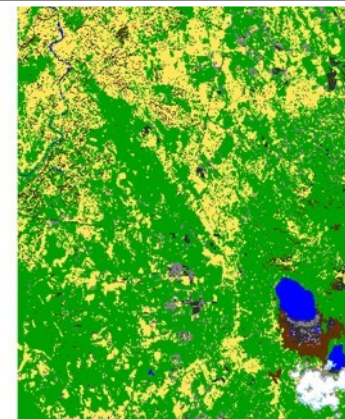
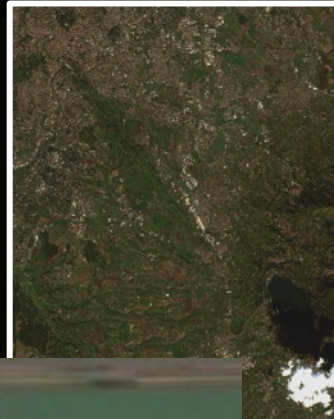
Smart Construction



Security



New opportunities

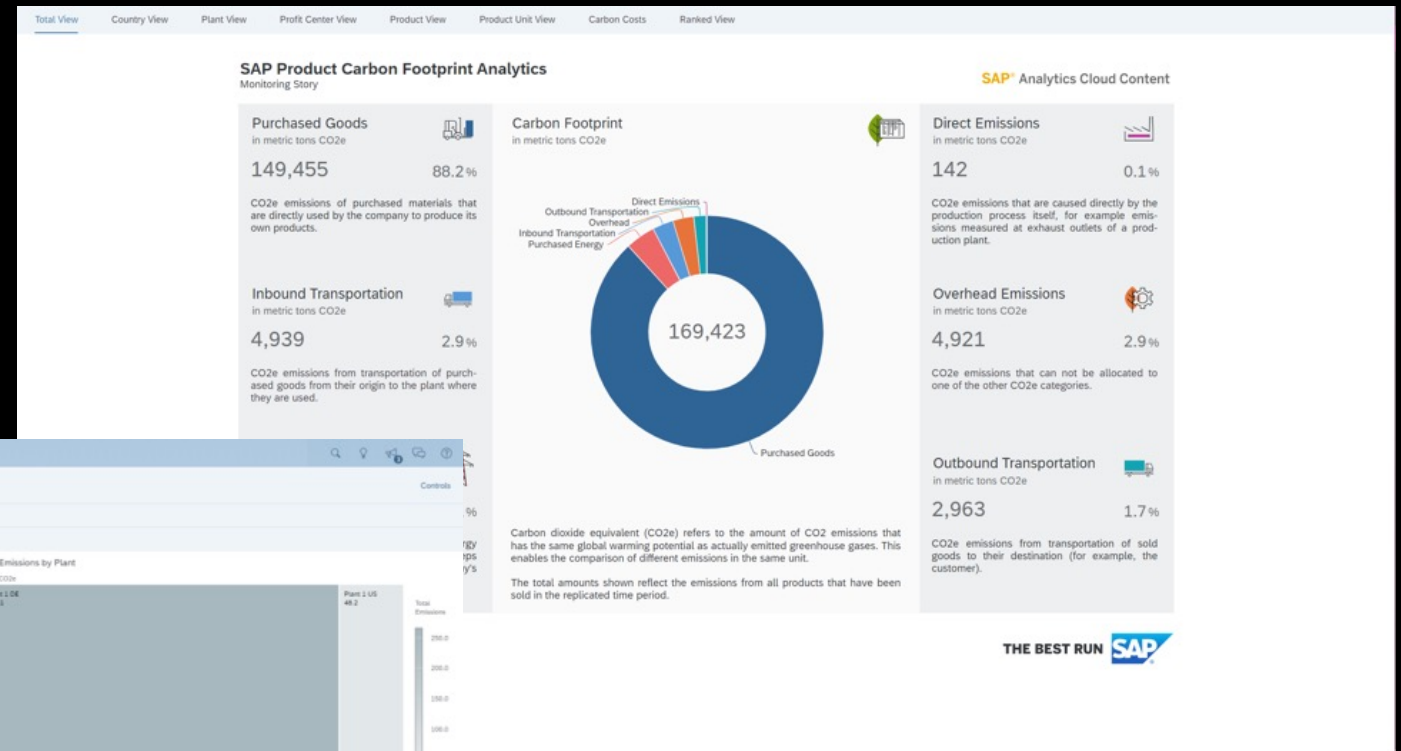
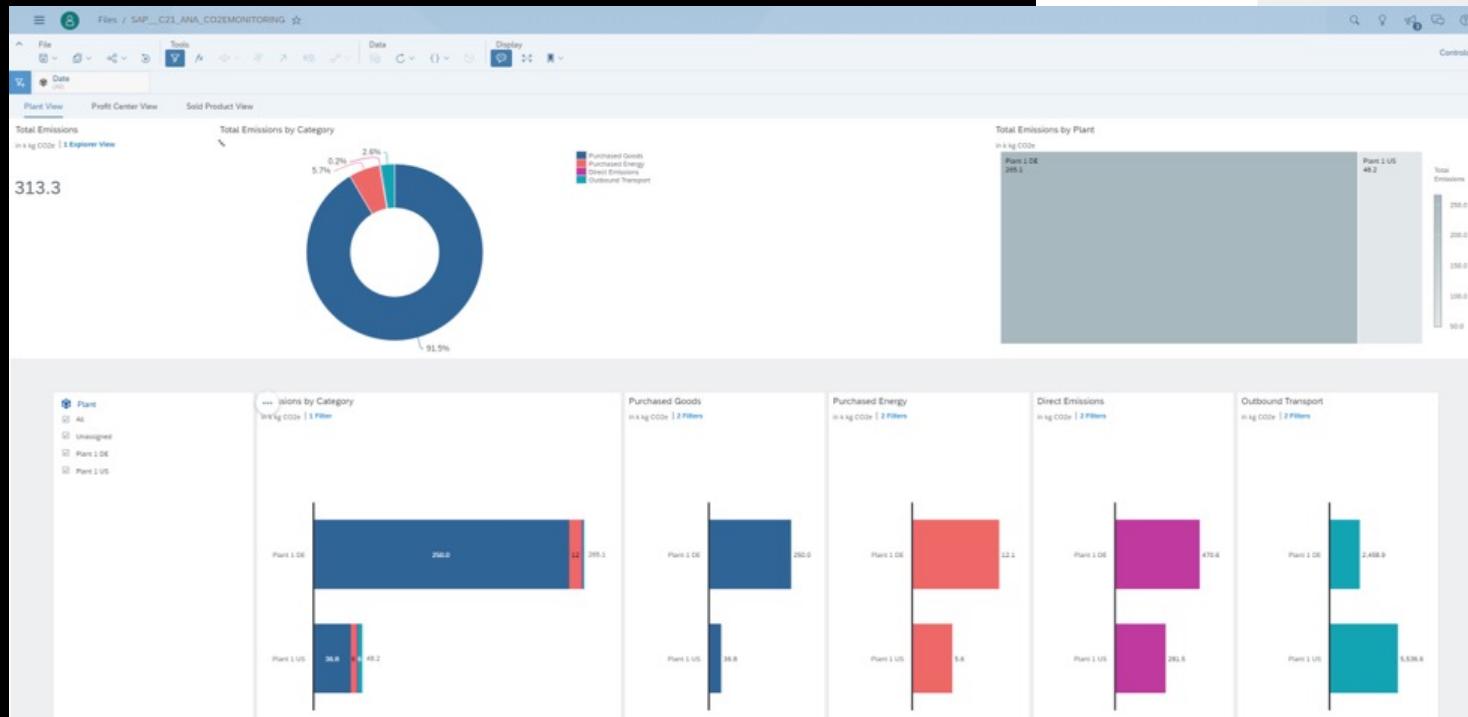


“Scientists have taught spinach to send emails and it could warn us about climate change”

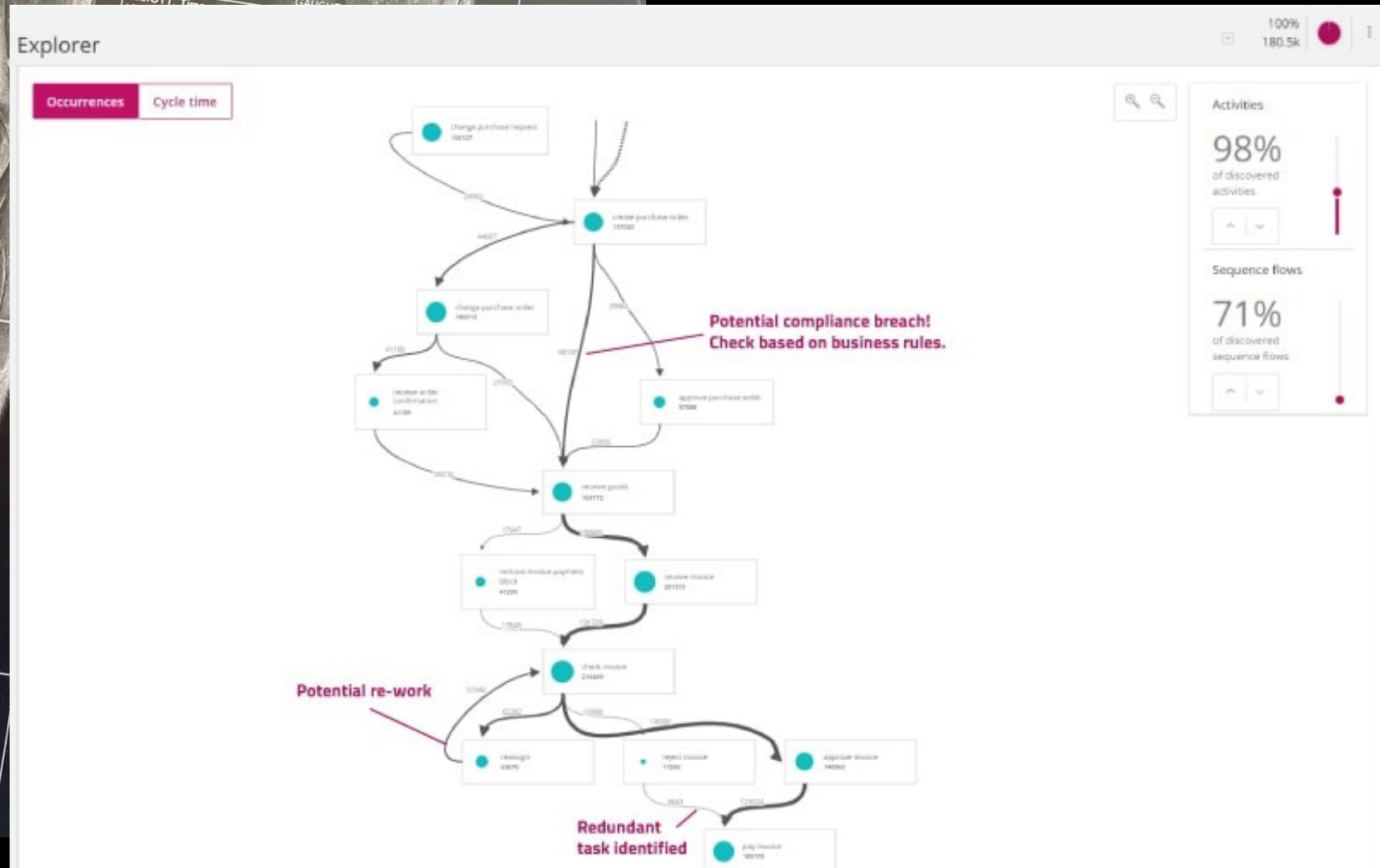


Sustainability

SAP Product Footprint Management
SAP Responsible Design and Production
SAP Sustainability Control Tower



Business Process Intelligence



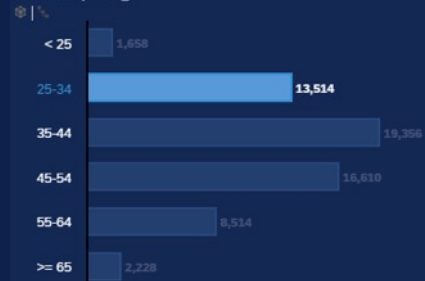
Not everything should be transparent!

Original Data - GDPR Risk

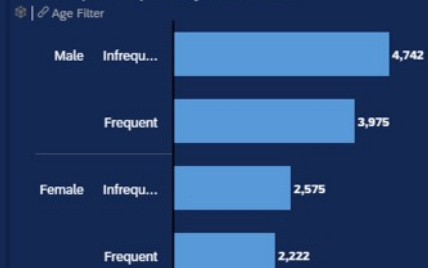
Drill



Persons per Age

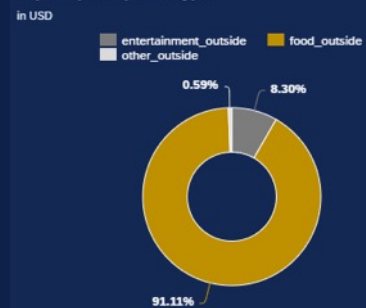


Persons per Frequent Flyer and Gender

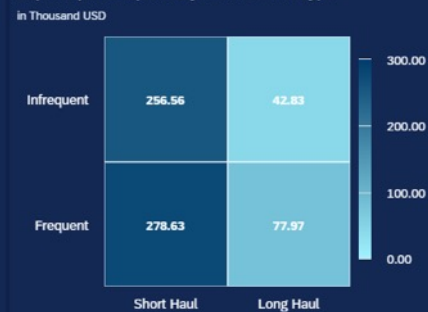


Insights

Expend per Expense Type



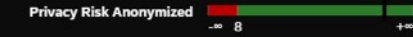
Expend per Frequent Flyer and Travel Type



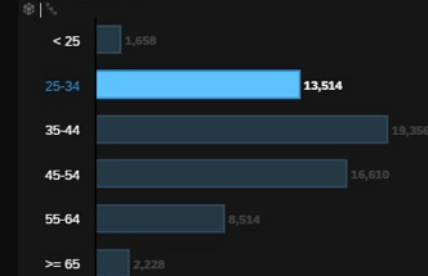
SAP HANA

Real-time Data Anonymization

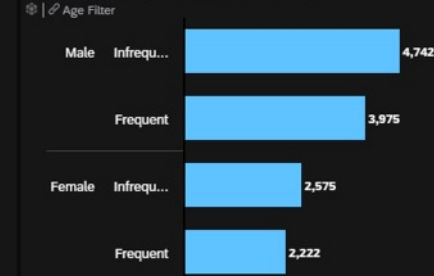
Drill



Persons per Age

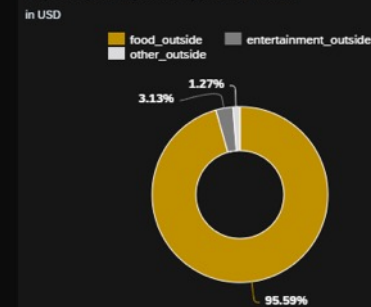


Persons per Frequent Flyer and Gender

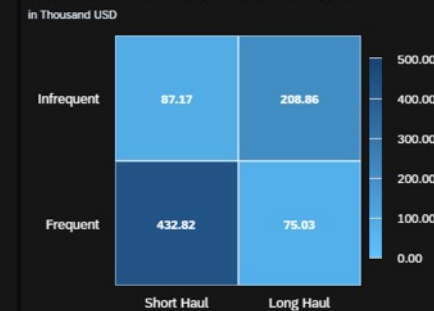


Insights

Expend per Expense Type for Actual



Expend per Frequent Flyer and Travel Type



Data as a service to optimize traffic emissions

Data as a Service to optimize traffic emissions

Public Sector



Challenge

- Traffic within cities is constantly increasing
- To optimize traffic and control emissions, governments benefit from data collected by mobile phone providers, such as tracking and movement data
- Data from mobile phone providers cannot be published and third parties cannot be granted access to this data due to data privacy limitations



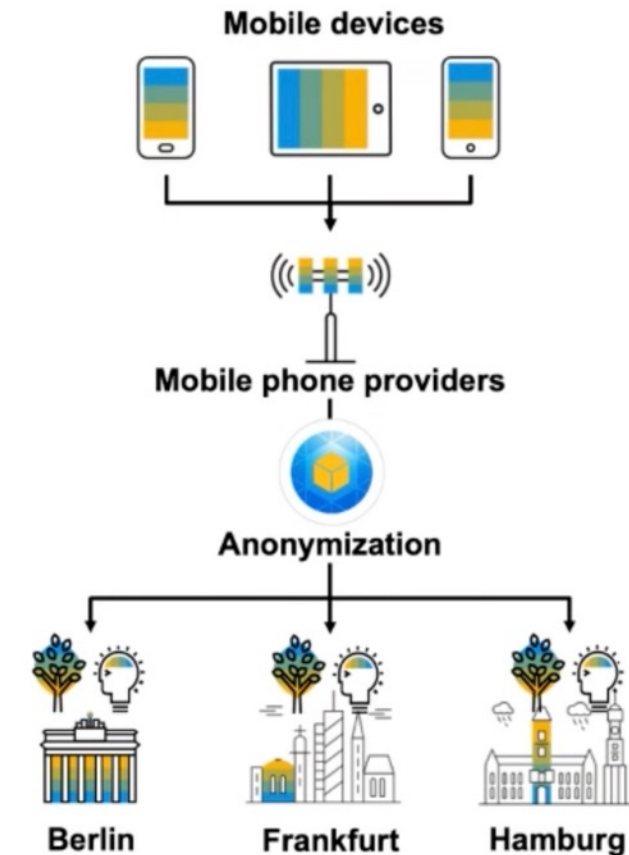
Solution

- SAP HANA data anonymization allows protecting sensitive movement data



Benefits

- Possibility to analyze movement data attributed to different transport means
- Enable traffic planners to make detailed forecasts recommendations for traffic planning or route planning necessary to understand, control and reduce emissions



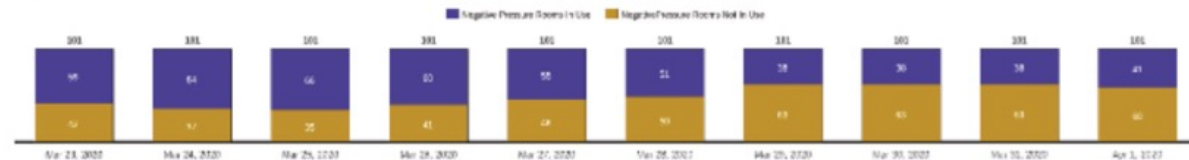
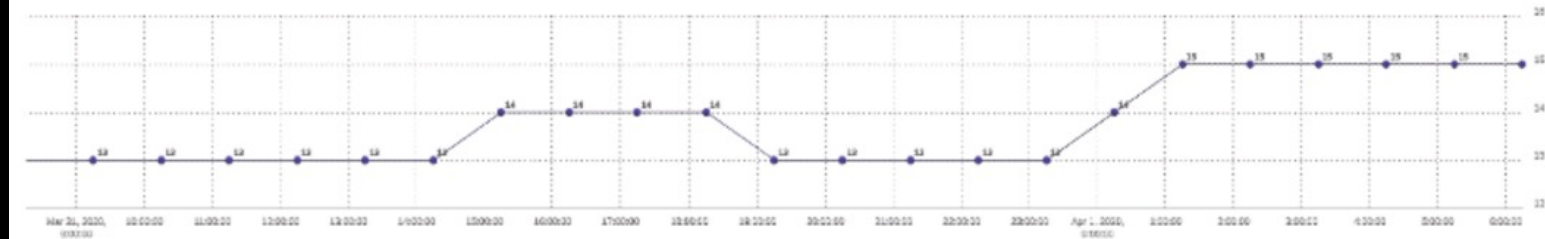
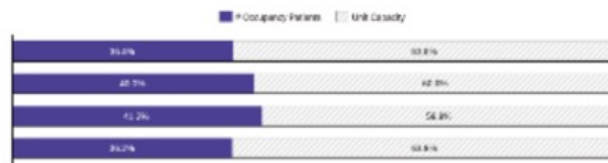


**Business
Visibility**

**Actionable
information**

**People
Enablement**

**Business
Models**



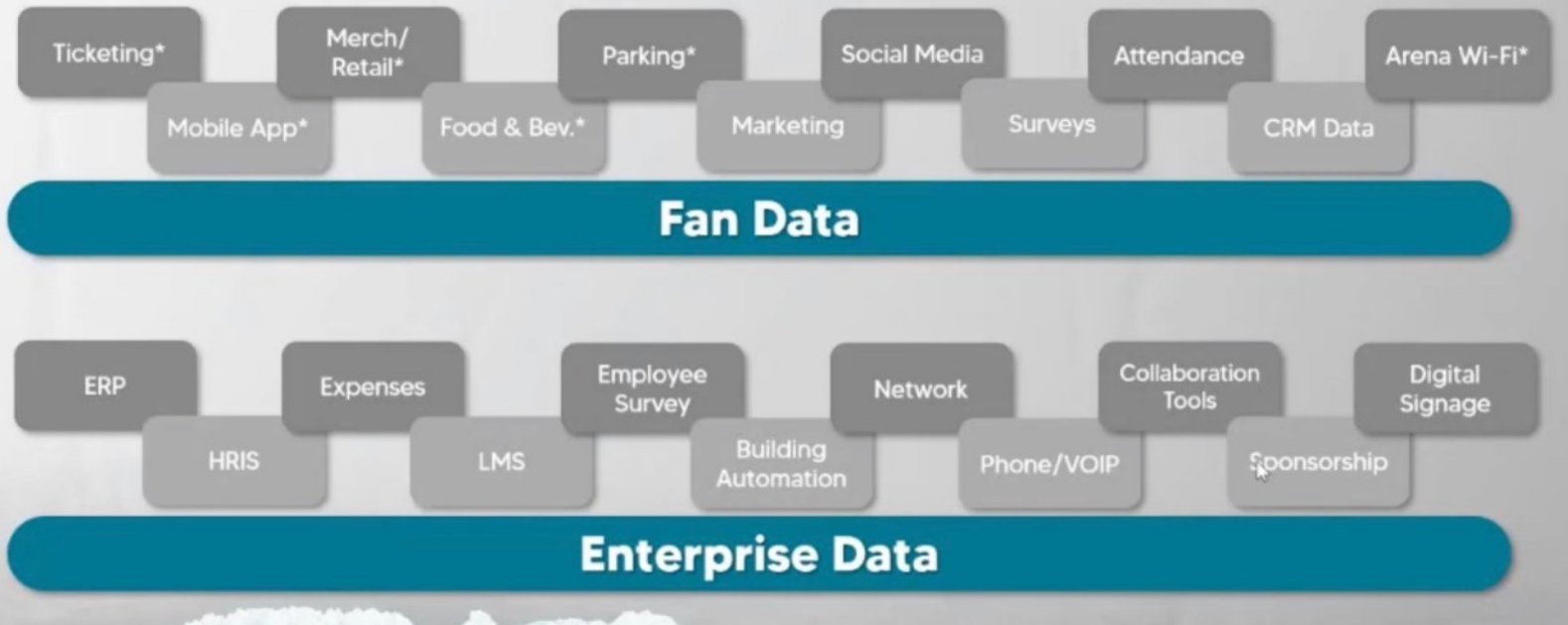
Real-time customer experiences



Business experiments



Data And the Business of Sports



Embedded and prescriptive analytics

20% increase in automated financial postings with machine learning

“Users in accounts receivable really like SAP Cash Application. It saves them time that can be spent on non-administrative tasks such as following up on unpaid invoices. And it is an important milestone in our journey to digitally transform the finance function.”

Harald Muley, Head of Corporate Functions IT, Döhler GmbH

Non-alcoholic Beverages

Water Plus
Carbonated Soft Drinks
Sports & Nutritional Beverages
Energy Drinks
Syrups & Beverage Powders
Tea, Coffee & Herbal Drinks
Cereal & Malt Beverages
Juices
Nectars
Still Drinks
Smoothies & Snack Drinks
Fruit Splash



Alcoholic Beverages

Beer & Beer Mix
Cider & Cider Mix
Wine & Wine Mix
Spirits & Liqueurs



Dairy & Ice Cream

Dairy & Soy Drinks
Spoonable Yoghurts
Desserts
Ice Cream



Bakery & Confectionery

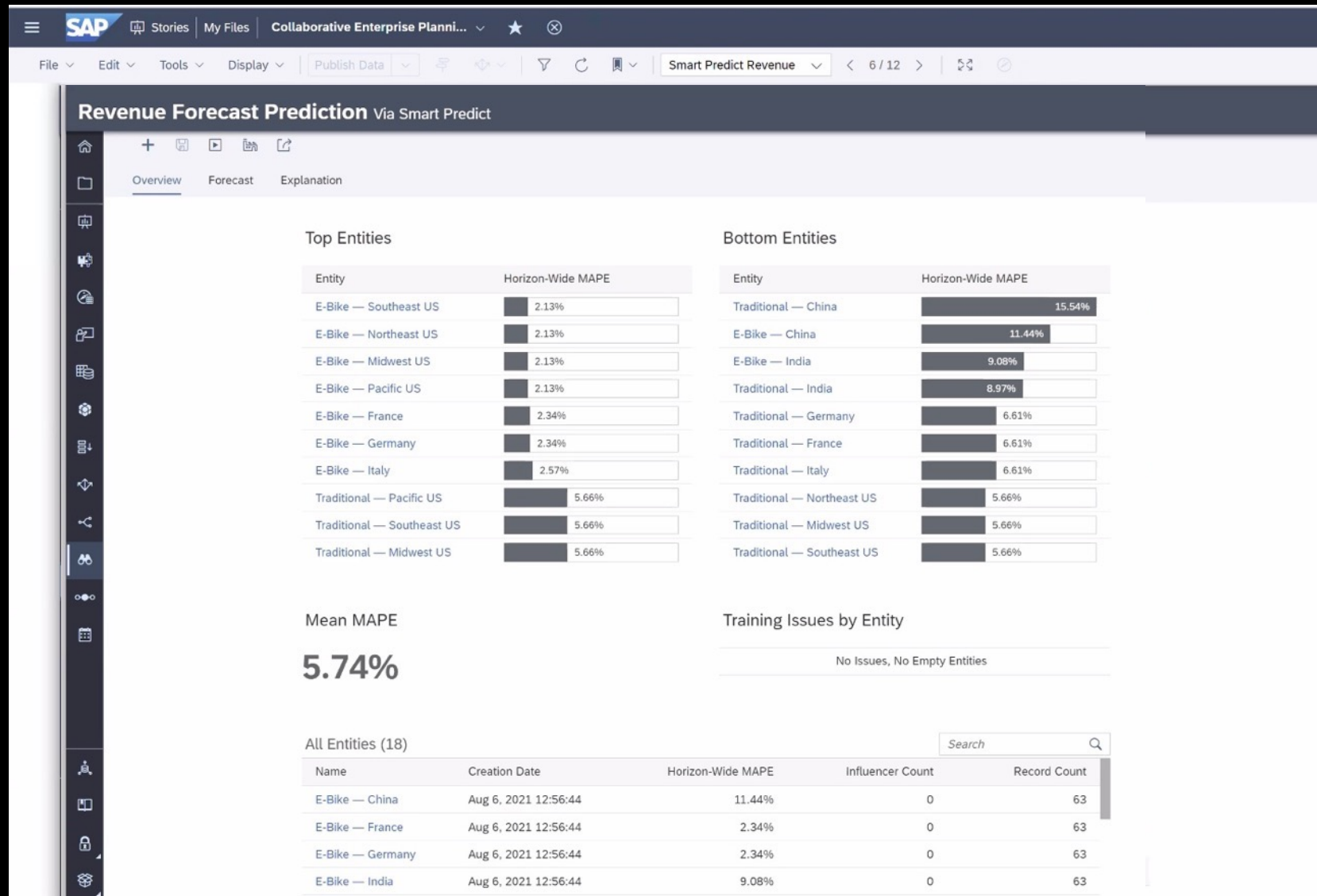
Bakery
Confectionery
Other Food



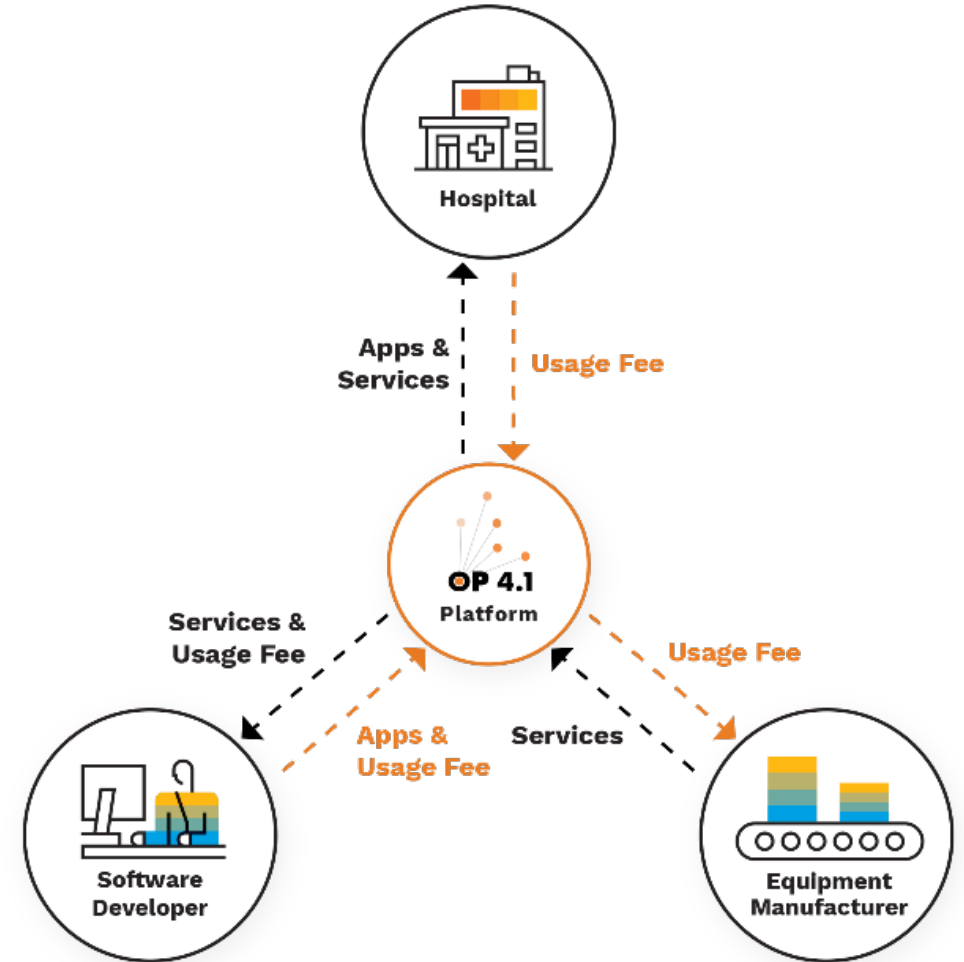
Analytic applications



The power of analytics, planning, and predictive



The operating room of the future



**Business
Visibility**

**Actionable
information**

**People
Enablement**

**Business
Models**

Data powering startups

Mercedes-Benz EQ Formula E Team | TEAMS | FAVOURITES | RACE CREW

Search, Add, Chat, Mail, Profile icons

Hello John!

Dashboard Navigation: DASHBOARD | MY JOBS | MY CALENDAR | TEAM CALENDAR | TEAM MEMBER AVAILABILITY | TRAINING CALENDAR

INSPIRATIONAL QUOTE [Add Quote]

"Racing is a matter of spirit, not strenght"
-Janet Guthrie

ACTIVITIES

Competition Season One

Name	Type	Start Date	End Date	Location
Activity 5	FIA Dates	7 Nov 2019, 09:00:00	7 Nov 2019, 09:30:00	
Race 3	R/D HPP	8 Nov 2019, 09:00:00	8 Nov 2019, 11:00:00	
Race preparation	AR10 Test	25 Nov 2019, 09:00:00	25 Nov 2019, 09:30:00	
Race 2	Training camp	26 Nov 2019, 09:00:00	26 Nov 2019, 09:30:00	
Test visibility	Simulator	27 Nov 2019, 09:00:00	27 Nov 2019, 09:30:00	

COMPETITIONS

SAP SPORTS ONE

Internet-connected services



Blowers and compressors

WLAN Call

09:01

Freitag

09:04

Ticket

Piller Blower & Compressors GmbH Vertriebsleitung

892 - Check Device 41...

41800027 - 10

OPM Designation: Insert designation-text here

41800027 - 10

OPM Designation: Insert designation-text here

615 - High Temperature for PILLERBlower

Overview Interactions Solution Finder

SAP

Management Reporting

Customer Insight: Success Rate

Quartal/Kalend...	Llaufendes Qua...	Anzahl der gew...	Anzahl der verl...
Q1 2019			
Q2 2019			
Q3 2019			

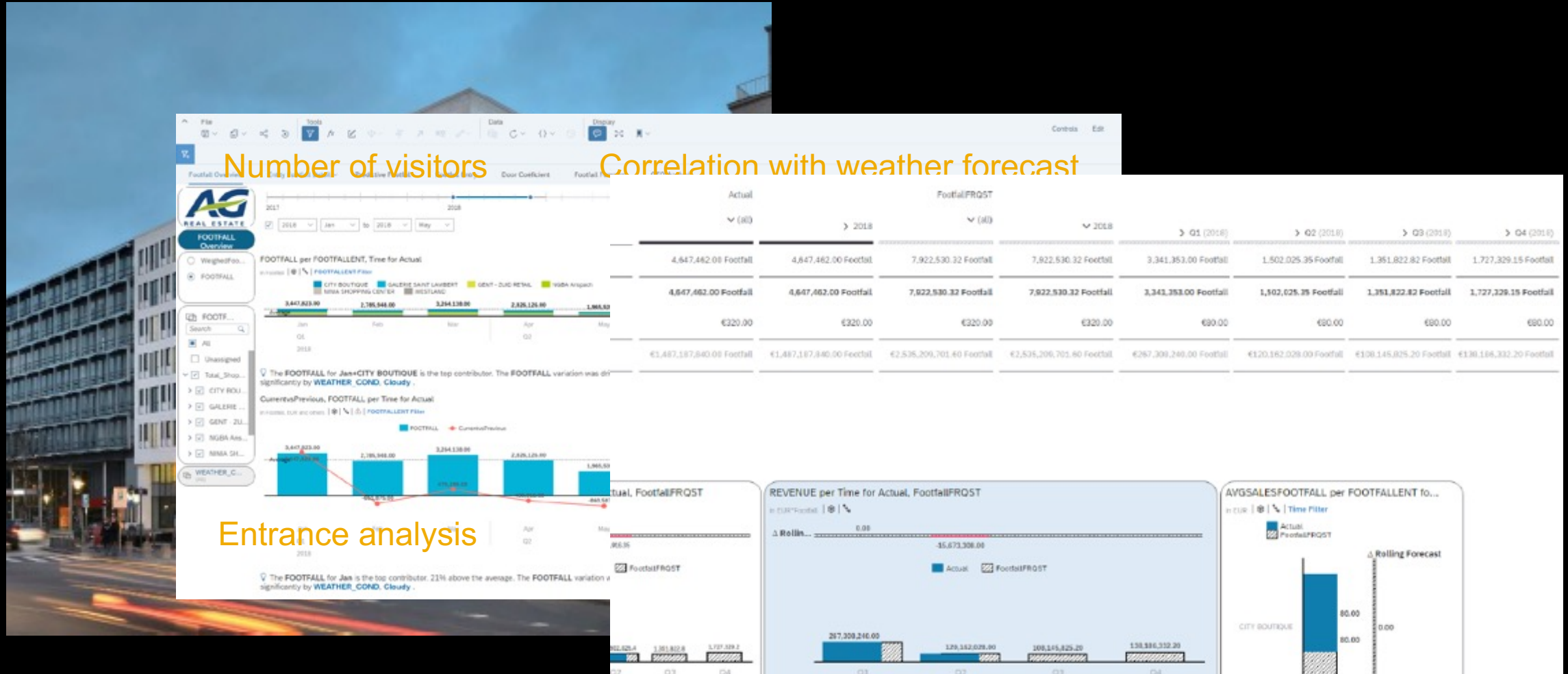
Orders Won Salesdirector

Rolling Average

“We don't just want to deliver first-class products, we want to inspire our customers with innovative services throughout the life cycle of industrial fans.”

Thomas Henzler, CIO, PILLER Blowers & Compressors GmbH

Data powering ecosystems...



Data ecosystems



Complex and outcome-based pricing

BAYER MOVES AHEAD WITH OUTCOME-BASED PRICING MODEL

THIS BUSINESS MODEL SELLS A YIELD GOAL INSTEAD OF PRODUCT.

By **Gil Gullickson**
10/7/2019

Bayer Crop Science is moving ahead with its outcome-based pricing model that it has piloted with several U.S. corn farmers this year.

“Today, we get paid for the inputs we sell,” says Liam Condon, president of Bayer Crop Science. “We sell bags of seed and jugs of crop protection.”



Outcome-Based Pricing Research²

Three-quarters of farmers are more likely to purchase a product with outcome-based pricing.



Half of farmers say they would be likely to **SWITCH** brands with outcome-based pricing.



¹ Internal R&D trials

² 2017 and 2018 Market Probe Research commissioned for internal study

³ USDA NASS 2016/2017 report, figure 2 and internal estimates

/// Bayer Capital Markets Day /// London, December 5, 2018



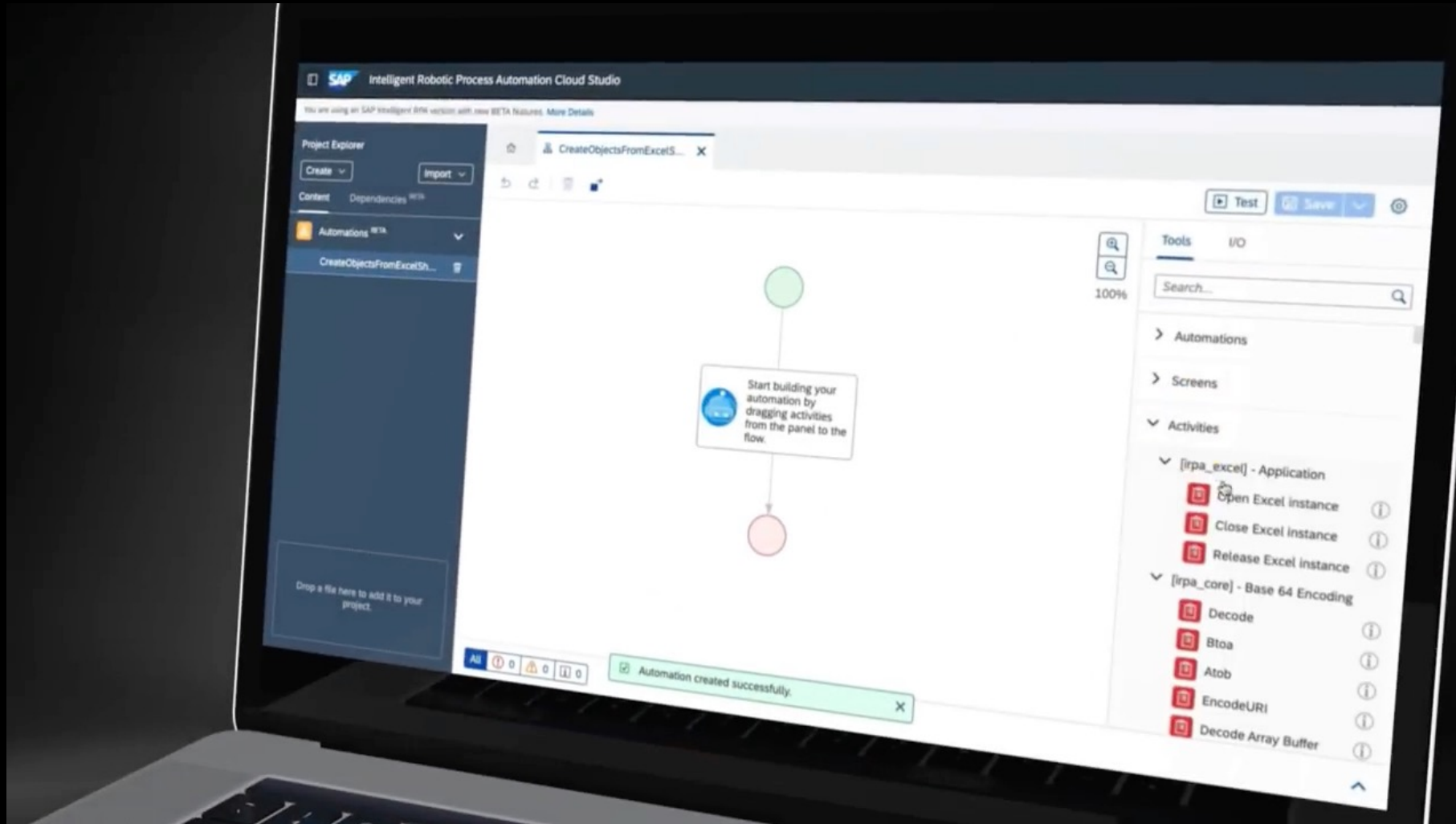
**Business
Visibility**

**Actionable
information**

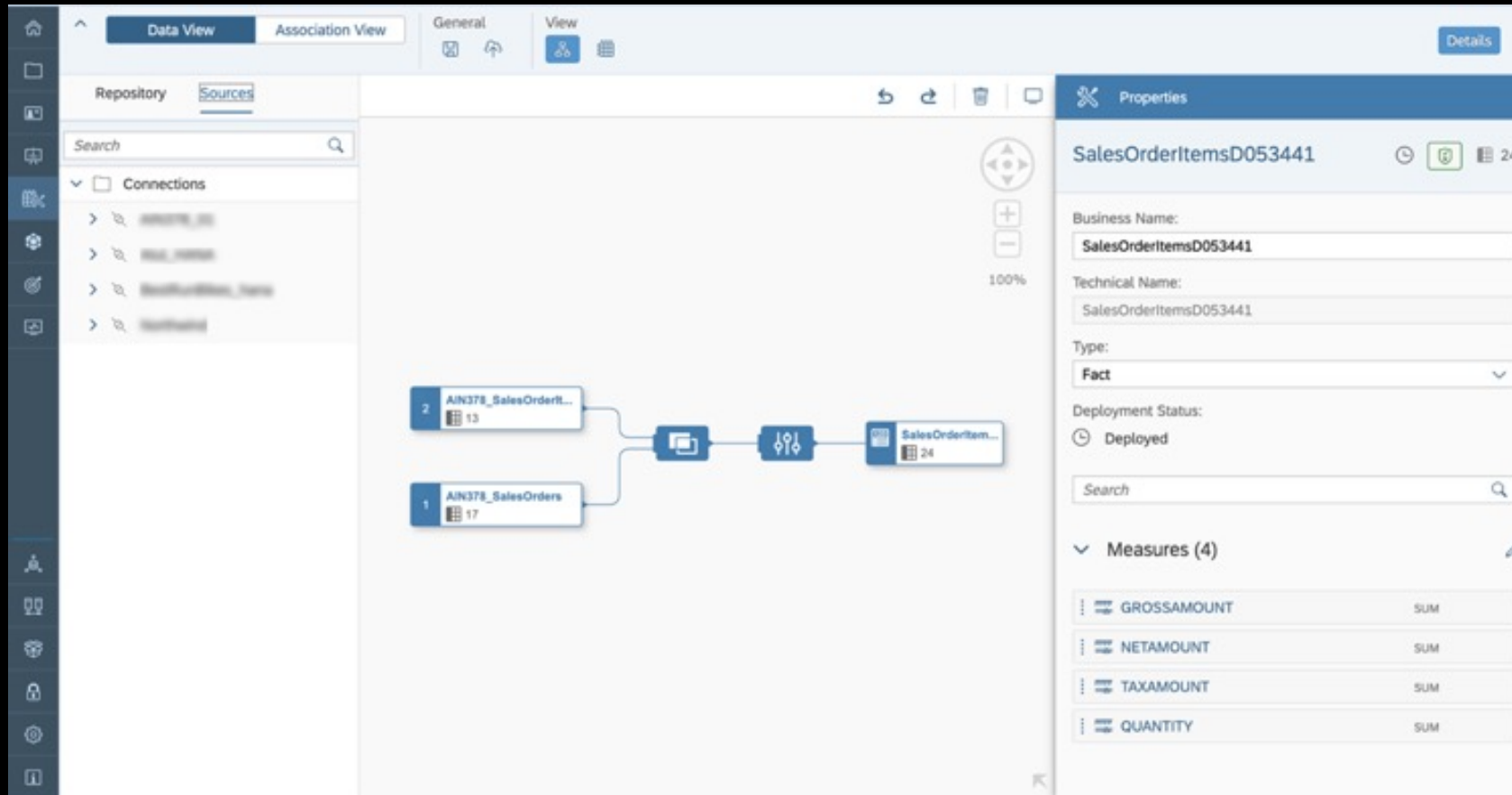
**People
Enablement**

**Business
Models**

Eliminating boring, repetitive work



More data autonomy



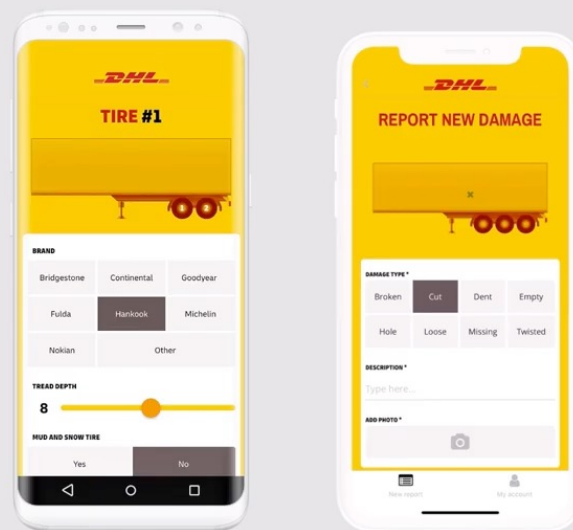
Workflows and applications

AppGyver.



Europe-wide trailer fleet management and reporting

Built with zero lines of code.



First draft was created within 1 hour with almost no training



Digital transformation WITH people, not AT people...



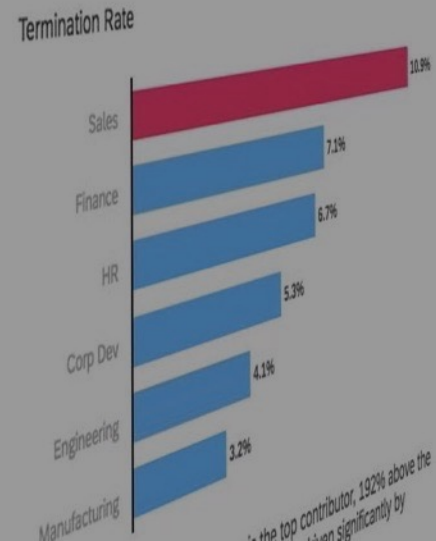


1,170
Current FTE

25.4%
Percent Female

74.6%
Percent Male

6.2%
Termination Rate



People are the most powerful
‘intelligent technology’
in the organization

**Business
Visibility**

**Actionable
information**

**Business
Technology
Platform**

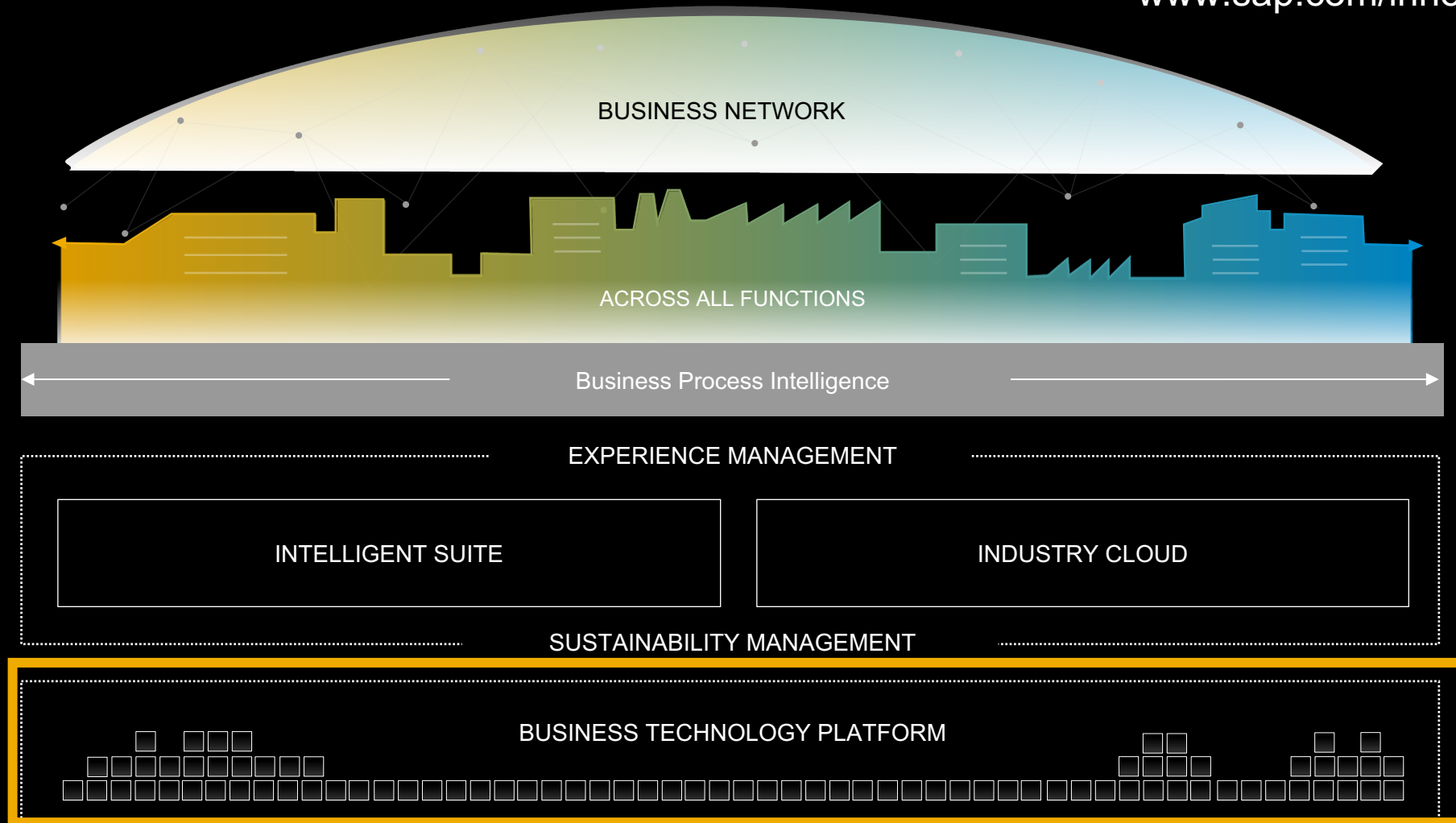
**People
Enablement**

**Business
Models**

Becoming an Intelligent Enterprise

www.sap.com/ibtp

www.sap.com/innovationawards



Thank you!

www.sap.com/ibtp

www.sap.com/innovationawards

Timo Elliott
VP, Global Innovation Evangelist
timo.elliott@sap.com
[@timoelliott](https://twitter.com/timoelliott)

THE BEST RUN 