



Innovation and Business Development by Design, Collaboration and Digitalization

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PUBLIC

SAP Labs

THE BEST RUN 

“72% OF GLOBAL CEOs BELIEVE
THE NEXT 3 YEARS
WILL BE MORE CRITICAL
FOR THEIR INDUSTRY
THAN THE LAST 50 YEARS.”

FORBES INSIGHTS
2016 GLOBAL CEO OUTLOOK

Agenda

WHY: Innovation and Business Transformation

- Digital era & intelligent era

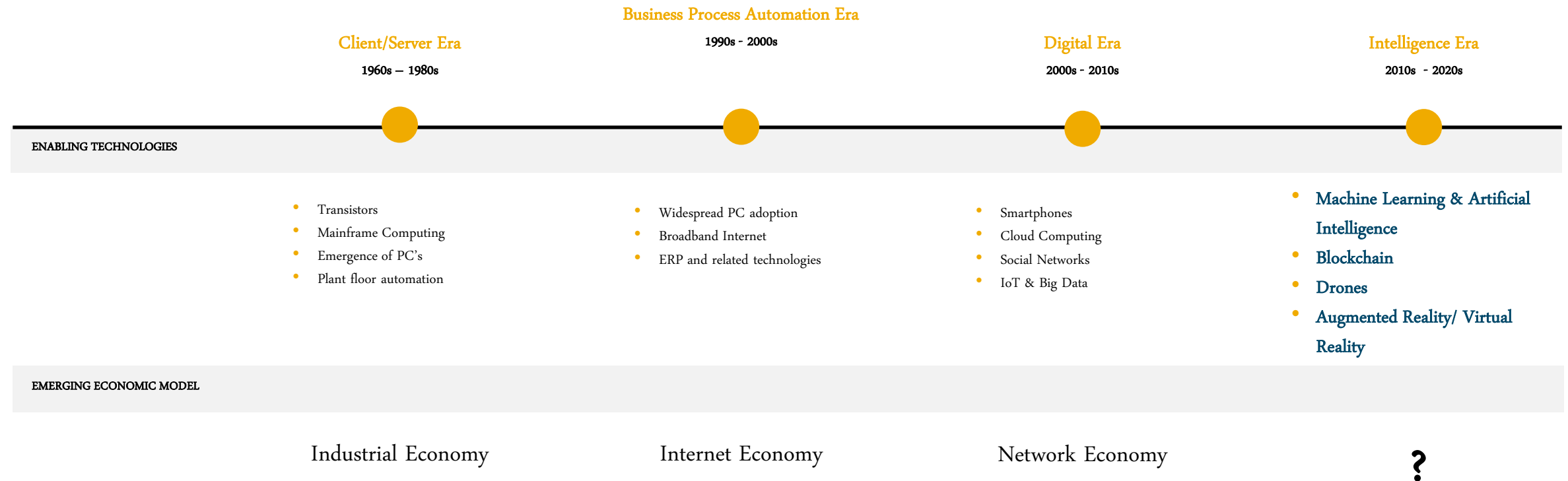
HOW: Digitalization & Design

- Bi-modal IT and SAP Leonardo

WHO: Collaboration & Intellectual Property Rights

- Labs Network
- Customers
- Mature partners and startups
- Academia

The Digital Era Is Evolving



Agenda

WHY: Innovation and Business Transformation

- From vendor to tech partner, portfolio extension, subscription and CX

HOW: Digitalization & Design

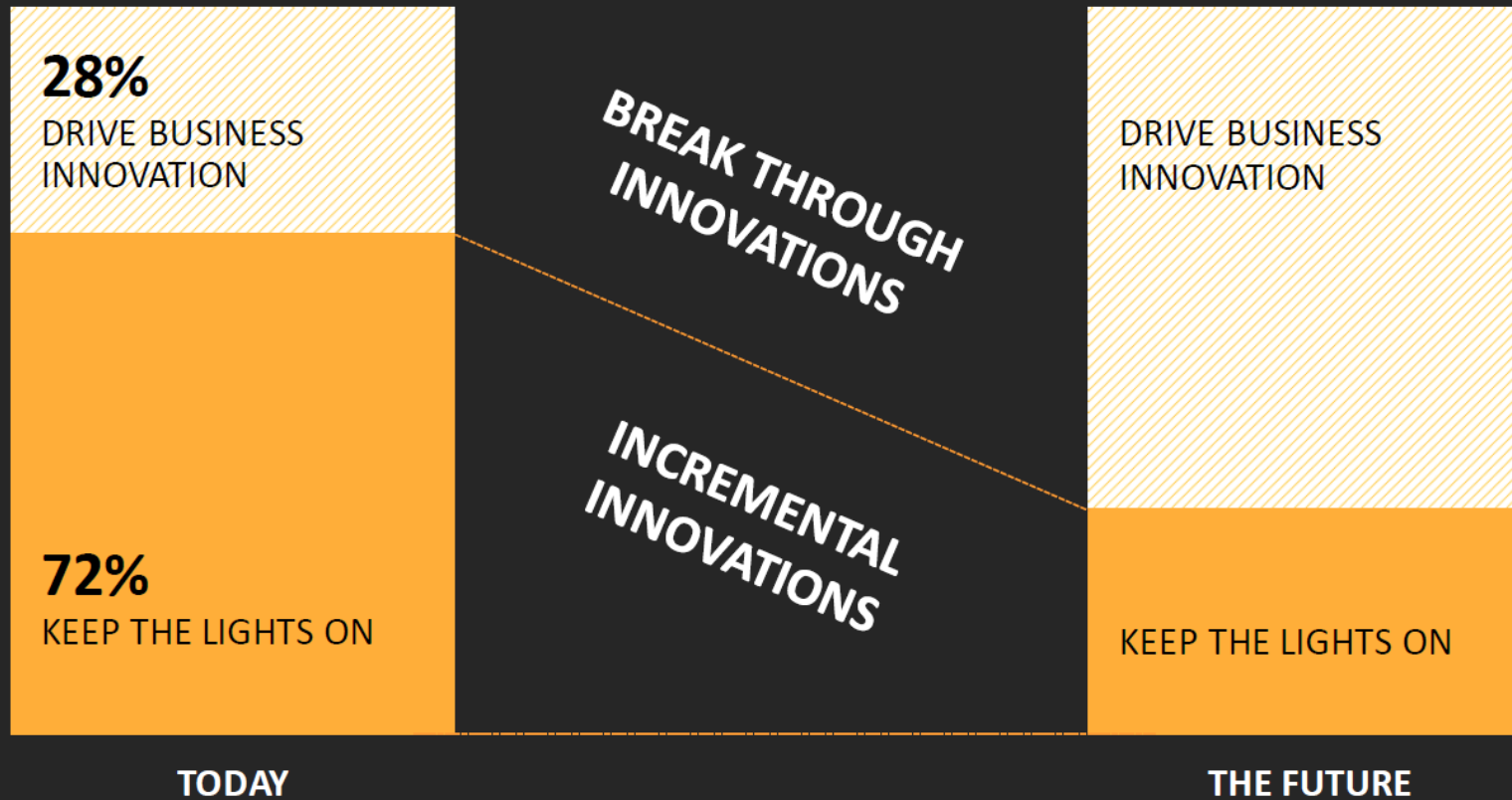
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IT'S SHIFT FROM INFORMATION TO INNOVATION TECHNOLOGY

FORRESTER IT SURVEY, 2013

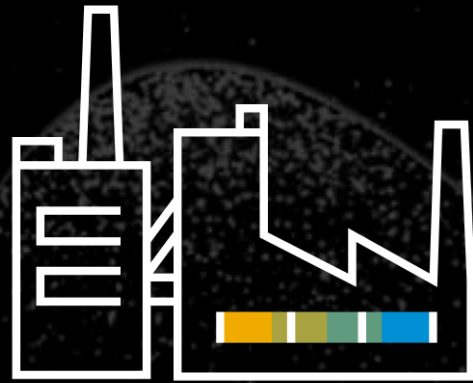




HOW TO **STEER**
YOUR COMPANY?



HOW TO **RUN**
YOUR COMPANY?



RUN



WIN

SETTING THE FOUNDATION

1 0 0 1 1 0 1 0 1
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HOW TO **ENGAGE?**



HOW TO **SENSE?**



HOW TO **DECIDE?**

Mobile

**Conversational
UIs**

Sensors

APIs

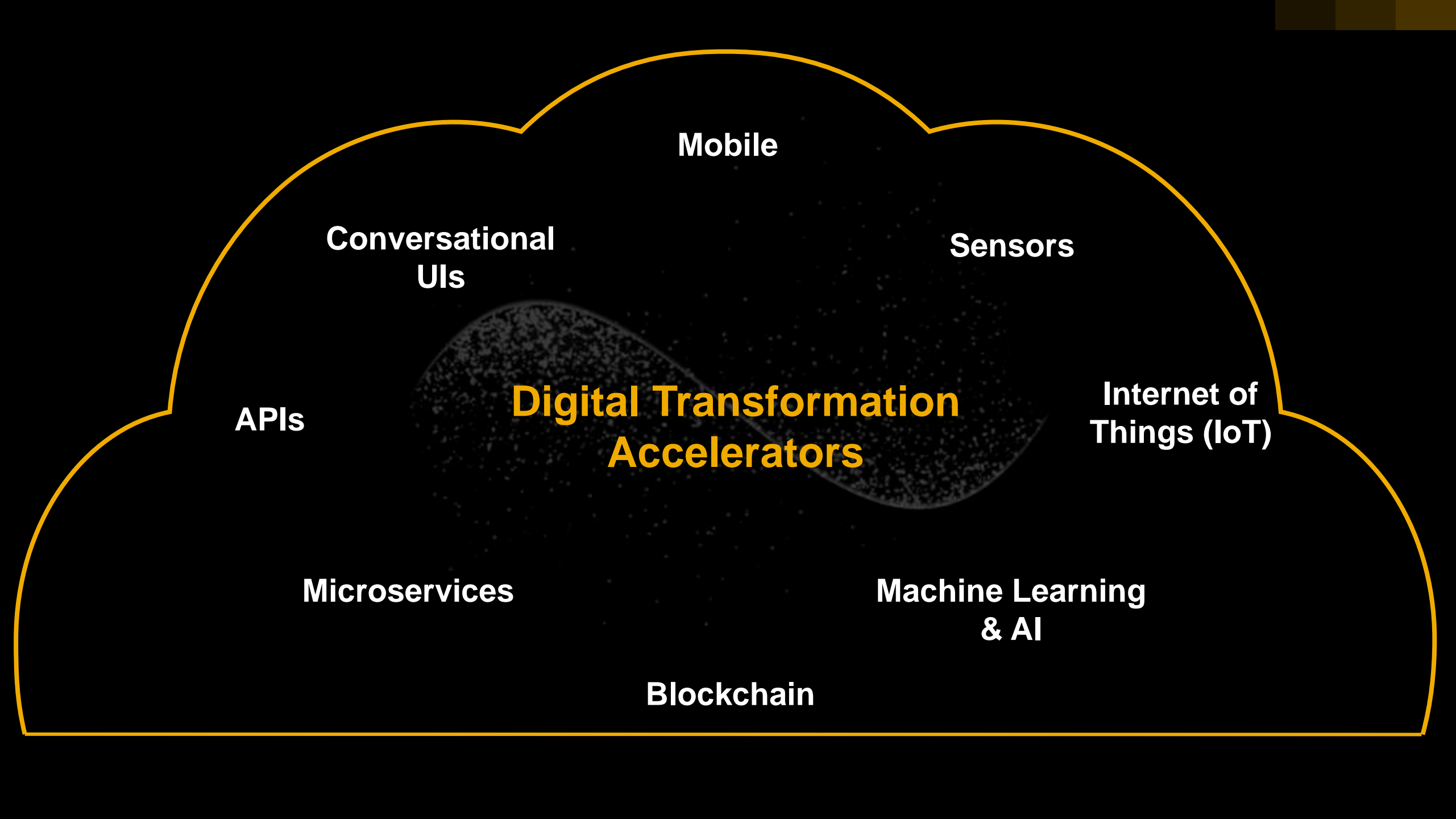
**Digital Transformation
Accelerators**

**Internet of
Things (IoT)**

Microservices

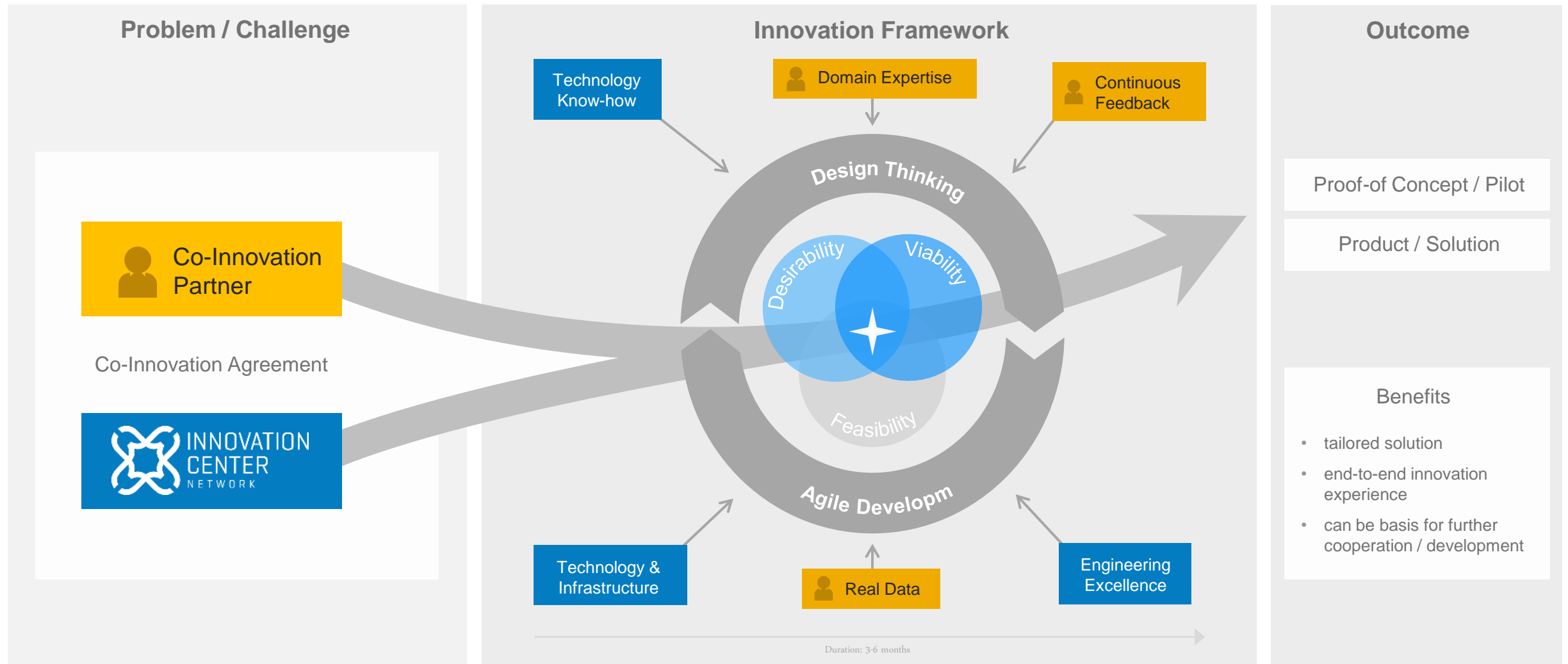
**Machine Learning
& AI**

Blockchain



Collaborative Innovation Model

How we validate ideas with customers, partners and startups – Questions around IP rights



DESIGN THINKING IS CERTAINLY IN THE NEWS



WIRED

IBM's Got a Plan to Bring Design Thinking to Big Business - Jan 21 2016

The New York Times

IBM's Design-Centered Strategy to Set Free the Squares - Nov 14, 2015

McKinsey & Company

The Power of Design Thinking - March 2016

CO.DESIGN

6 MINUTE READ | INNOVATION BY DESIGN

Design Thinking Shakes Up The Beige World Of Enterprise Software



KPCB | Ventured

Design in Tech Report 2016



For all of us who use a computer or mobile device, great design is changing how we live and work. John Maeda's report helps explain why.



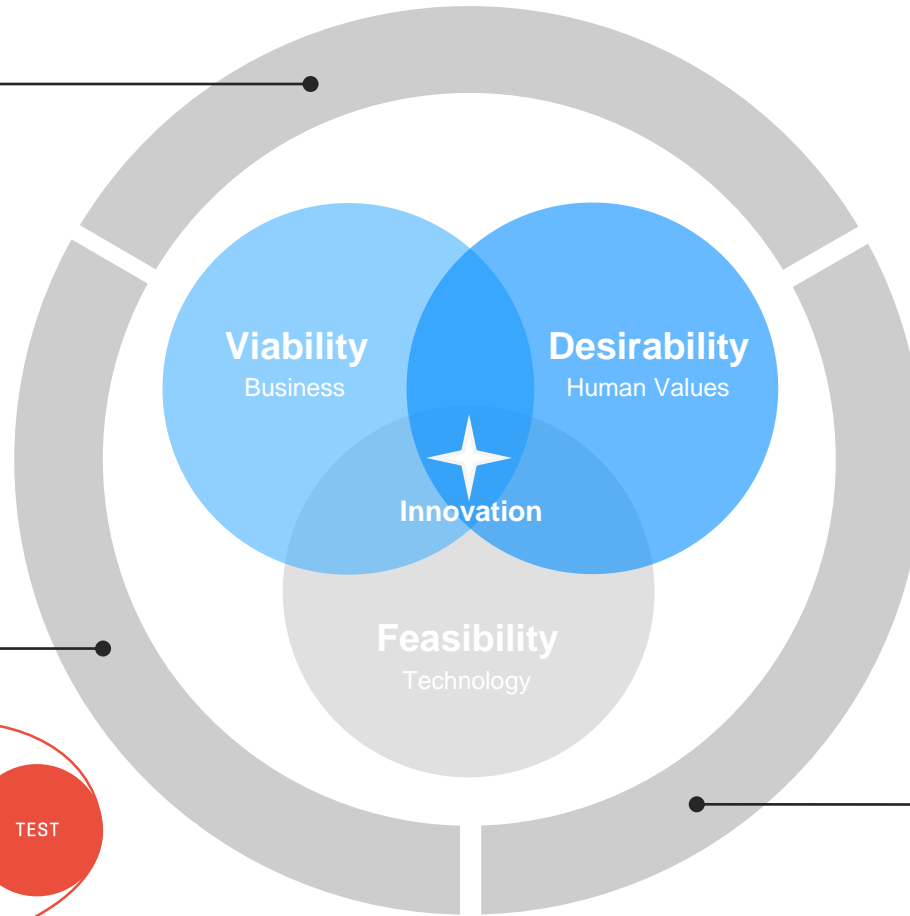
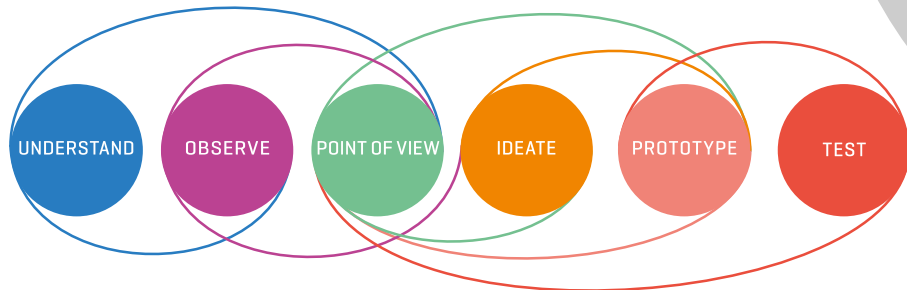
How we work

Design Thinking as Co-Innovation Enabler

Multidisciplinary Teams



Design Thinking Process



Flexible Office Spaces

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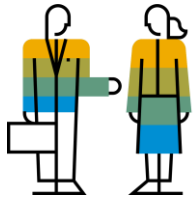
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Collaboration & Innovation Ecosystems



>355,000

Customers in more than 180 countries



>16,300

Ecosystem partners worldwide



>87,100

Employees in more than 130 countries



>3200

Academic partners



>5000

Start-ups engaged



19

SAP User Groups across 5 continents

SAP Labs Network Expansion



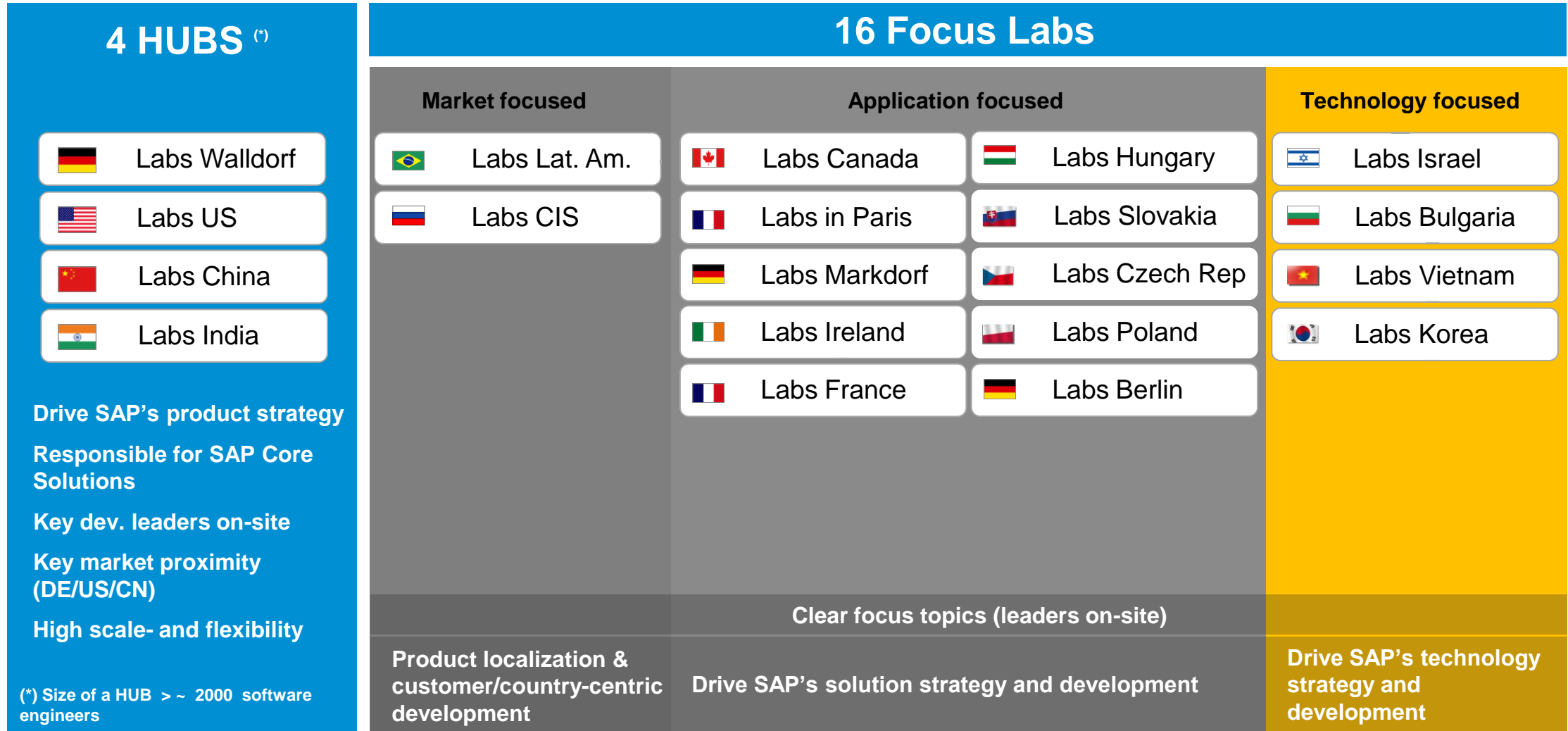
SAP Labs have been created since 1993 with the main purpose of being closer to technology hubs (**Silicon Valley**), scaling our talent base (**China, Czech Rep., Hungary, India, France, Berlin, Ireland and Slovakia**), for better market access (**Latin America, CIS**) or have been integrated through acquisitions (**Bulgaria, Canada, Paris, Markdorf, Israel, Poland, Vietnam, Korea**).

Through all those years **Walldorf/Rot** remained our largest base for software development.

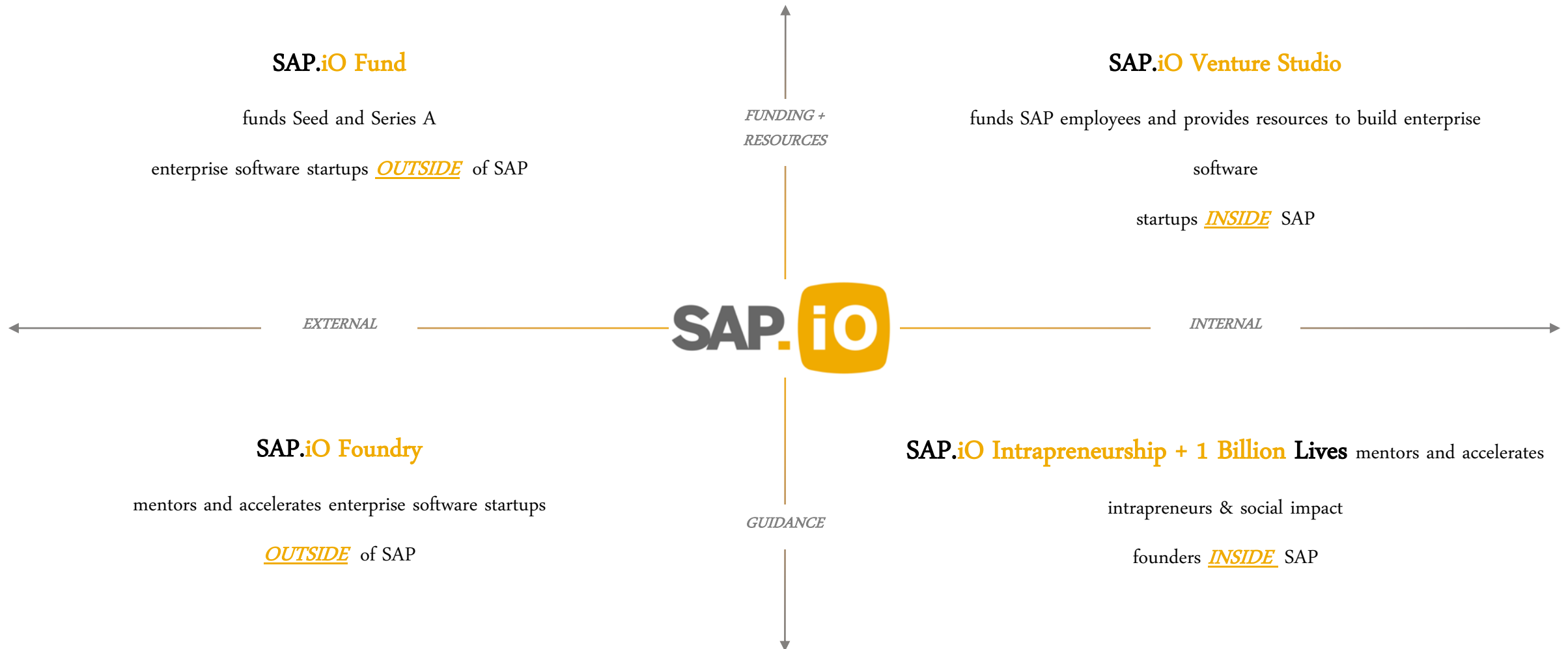


SAP Labs Network

Categorization of SAP Labs

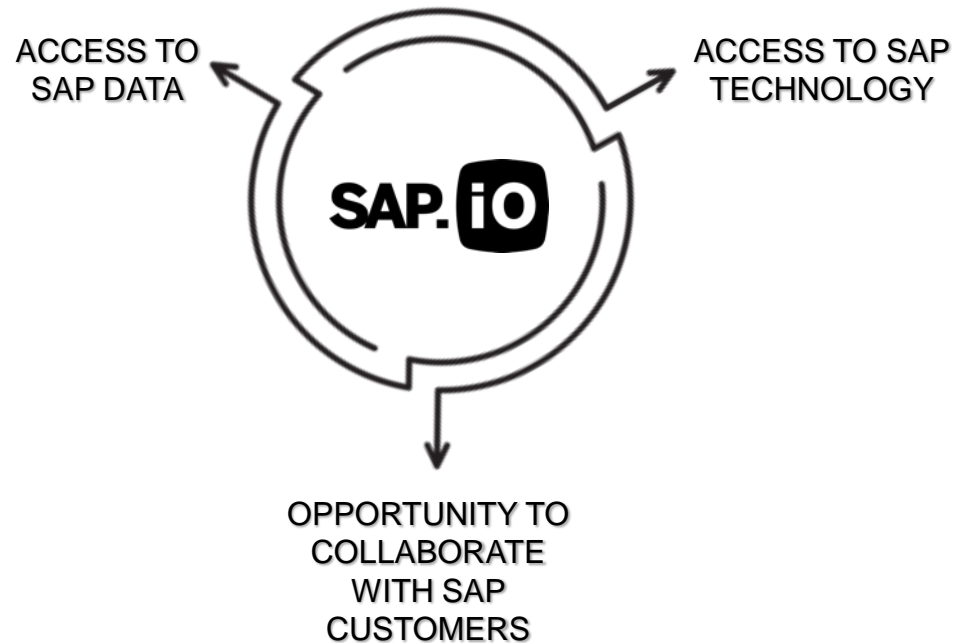


SAP.iO is building a new generation of software businesses

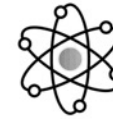


SAP.iO Fund & Foundry Overview

Value Proposition to Startups



SAP.iO Fund Overview



Invest in next generation early-stage enterprise software startups that strategically expand the **SAP ecosystem** and create **value** for our customers

Early stage **venture investments** focused on Seed, Pre-Series A and Series A funding rounds



SAP.iO Foundry Overview



Incubate startups at SAP.iO Foundry to build innovative software applications, using **emerging technologies** like AI / ML, IoT, and blockchain



Primarily ZERO up-front equity-ask

SAP STARTUP FOCUS PROGRAM



Onboarding & Engagement

- Pro-active & Targeted Outreach
- Education on SAP Tech Platform
- Events And Meetups



Development Accelerator

- Technical Enablement
- Access To Solution Architect
- Architecture & Development Support



Market Enablement

- SAP Knowledge
- Collateral Dev., Marketplace Readiness
- Commercial Model, Pricing, Deal Execution

SAP STARTUP FOCUS PROGRAM

5500+

Startups have signed-up for the program

270+

Validated Solutions

60%

Of the startups are outside the traditional SAP ecosystem

22

Industries

57

Countries

2012

When the program started



SAP Next-Gen: An Innovation Community



- enables customers and partners to connect to academic thought leaders and researchers, students, startups, tech community partners, venture firms, purpose driven partners, and SAP experts
 - reimagine the future of industries with SAP,
 - seed in disruptive innovation with startups,
 - build skills for digital futures.
- drives innovation with purpose supporting SAP's commitment to the 17 UN Global Goals for sustainable development. Learn more at <http://www.sap.com/next-gen>

SAP Next-Gen: The 17 UN Global Sustainability Goals



SAP Next-Gen in Russia



8 Next-Gen Labs opened at CIS Universities

- Moscow Technological University (MIREA)
- Gubkin Russian State Oil&Gas University
- Tyumen Technopark
- National research University “Higher School of Economics”, Moscow & Nizhny Novgorod
- Plekhanov Russian Economic University
- ITMO-University
- All-Russian Youth Center “Orlyonok”



Co-innovate with SAP!

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