4 Steps to Simple

1 We are living in a time of remarkable change

Rising Customer Expectations

5 billion people worldwide will become middle class by 2020

A Dramatically Changing Workforce

75% of the global workforce will be Millennials by 2030

Pressure on Resources

50%

of the world's population will live under water shortage

Network Effect/Explosion in Structured and Unstructured Data

1.3 billion people on business & social networks today

50 billion connected devices by 2030 (the "internet of things")

$65 Trillion of Business to Business commerce

2 With remarkable change comes remarkable opportunity

71%

of business leaders believe that customer experience is the next battleground

3x higher operating margin than the ones with poor employee management

60%

increase in operating margin in retail leveraging Big Data as the new resource

50%

higher sales and margins when effectively running a networked enterprise

Everything in the Cloud

Internet of Things

The network that connects people, processes, data and machines to one another

Business Networks

Connected business and social networks **amplify the impact of people and data**

Data Science

Predictive and insight-driven connected to business strategy, new product strategies, and new customer relationships

Digital representation of all assets, information, relationships and decisions create new opportunities

More than 60% of CEOs expect 15-50% of their earnings growth in the next 3-5 years to come from technology-enabled business innovations.

– McKinsey study, 2013

3 Complexity is the intractable problem of our time

10.2% or $237B of profits lost by top 200 global companies due to hidden costs of complexity

40%

of executives worry that their organizations will not keep pace with technology change and lose their competitive edge

Complex Decision Making

25-100%

increase in profit margins from effectively managing complexity

Complex Business Processes

61%

of standout CEOs **intend to simplify operations**

Complex Technology

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of executives said complexity of data is the largest IT challenge

4 Our Operating Principle: Run Simple

Simplify your business processes

Simplify your decision making

Simplify your technology

Simplify your consumption

Business Networks

User Experience

Applications

SAP HANA PLATFORM

Across the world's largest business network:

6.7M users

1.5M+ trading partners

$730B+ in commerce

74% of the world's transactions

Free up budgets to enable simplification and innovation

Complexity
Decision Making
Business Process
Technology

Innovation
Customer Experience
Employee Management
Resource Optimization
Networked Economy

We combine our technology innovations and business expertise

User Experience

Services & Support

into a complete solution that best meets your needs

Design Thinking

Value Engineering

Industry Expertise

For 25 Industries

For 11 lines of business

For millions of SMEs

For consumers

We help accelerate business innovation through radical simplification

Engage & Empower Workforce of the Future

Hyper-personalize Customer Experience

Plan & Optimize Resources in Real-time

Harness the intelligence of the Networked Economy