

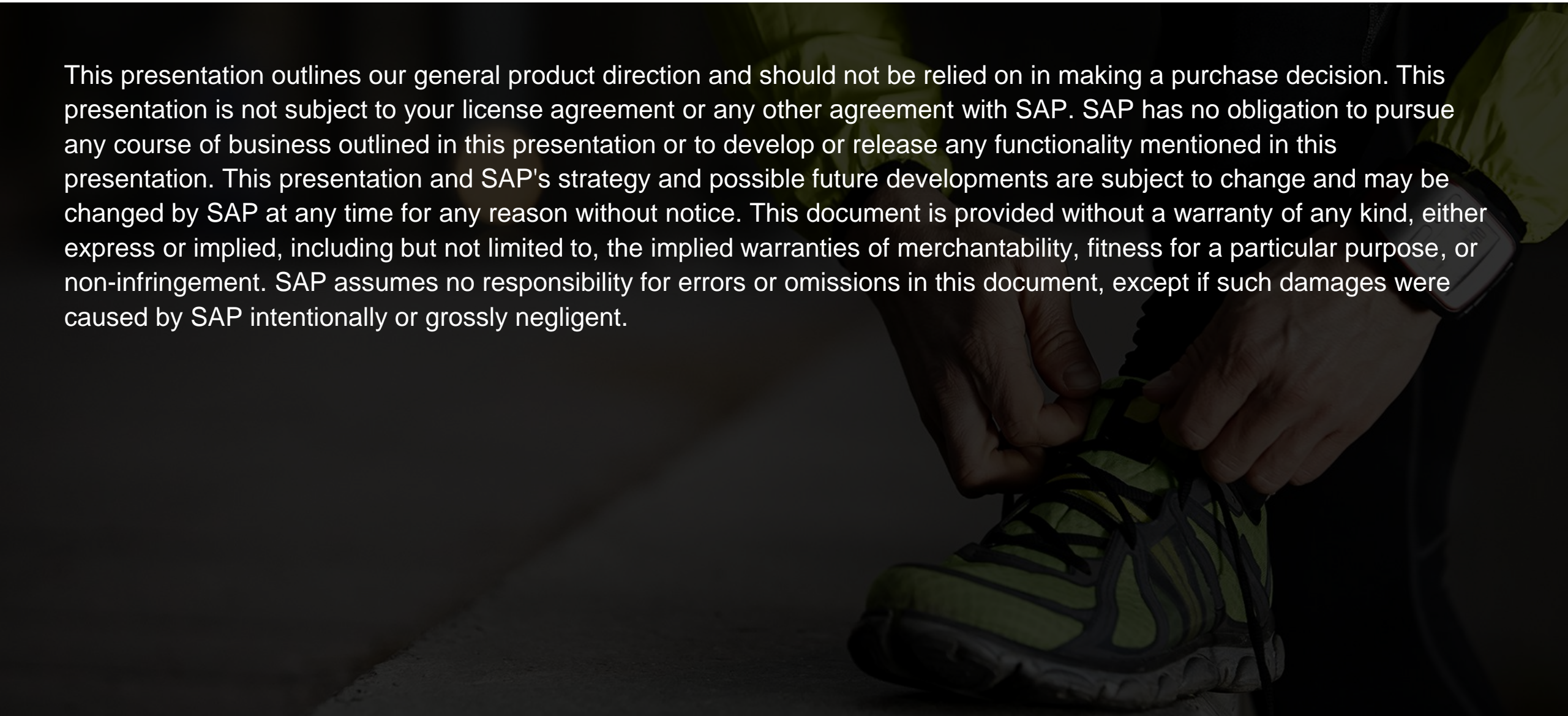
The background of the slide is a photograph of a person's hands tying a bright green and black running shoe. The person is wearing a high-visibility yellow jacket and a smartwatch on their left wrist. The scene is set outdoors on a concrete surface.

Neue Geschäftsstrategien im digitalen Umbruch

Eva Zauke, VP Business Unit IoT & Digital Supply Chain, SAP SE
March 21st, 2017



Disclaimer

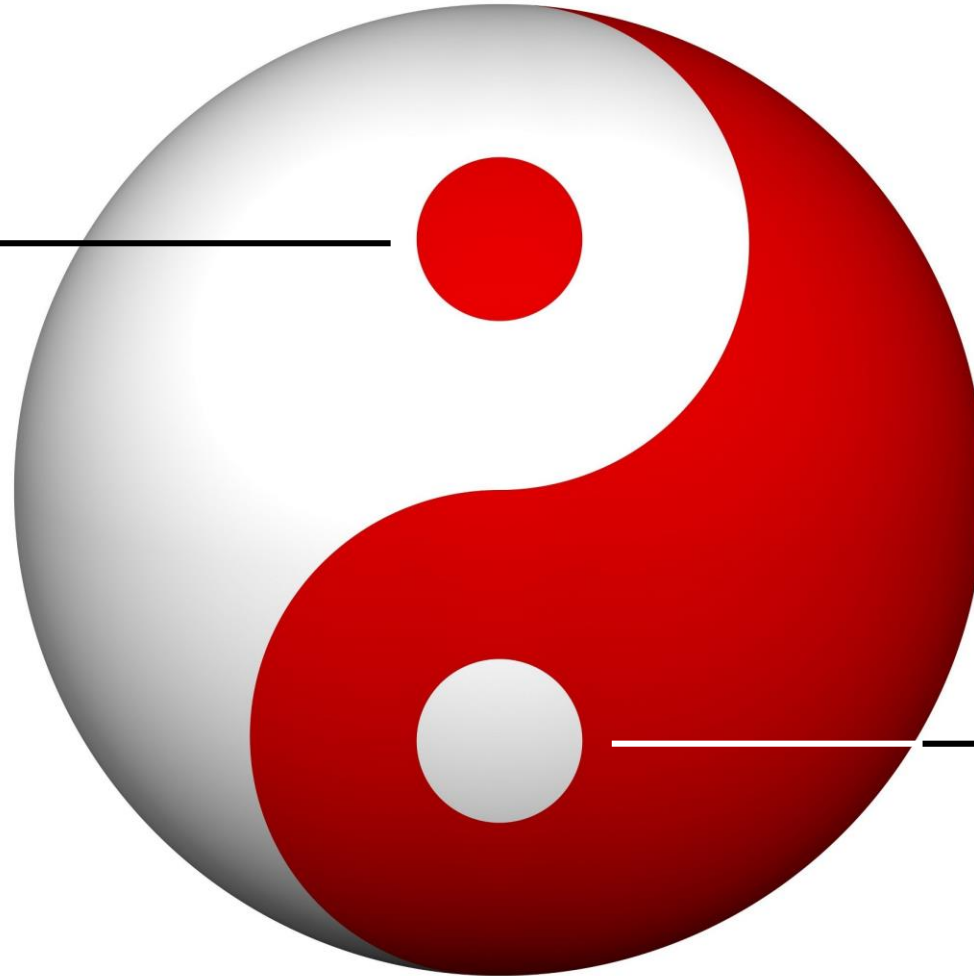


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Die Digitalisierung betrifft mittlerweile fast alle Unternehmensbereiche und ermöglicht den globalen Zugriff auf eine vielfältige Ressourcenbasis

Crowd

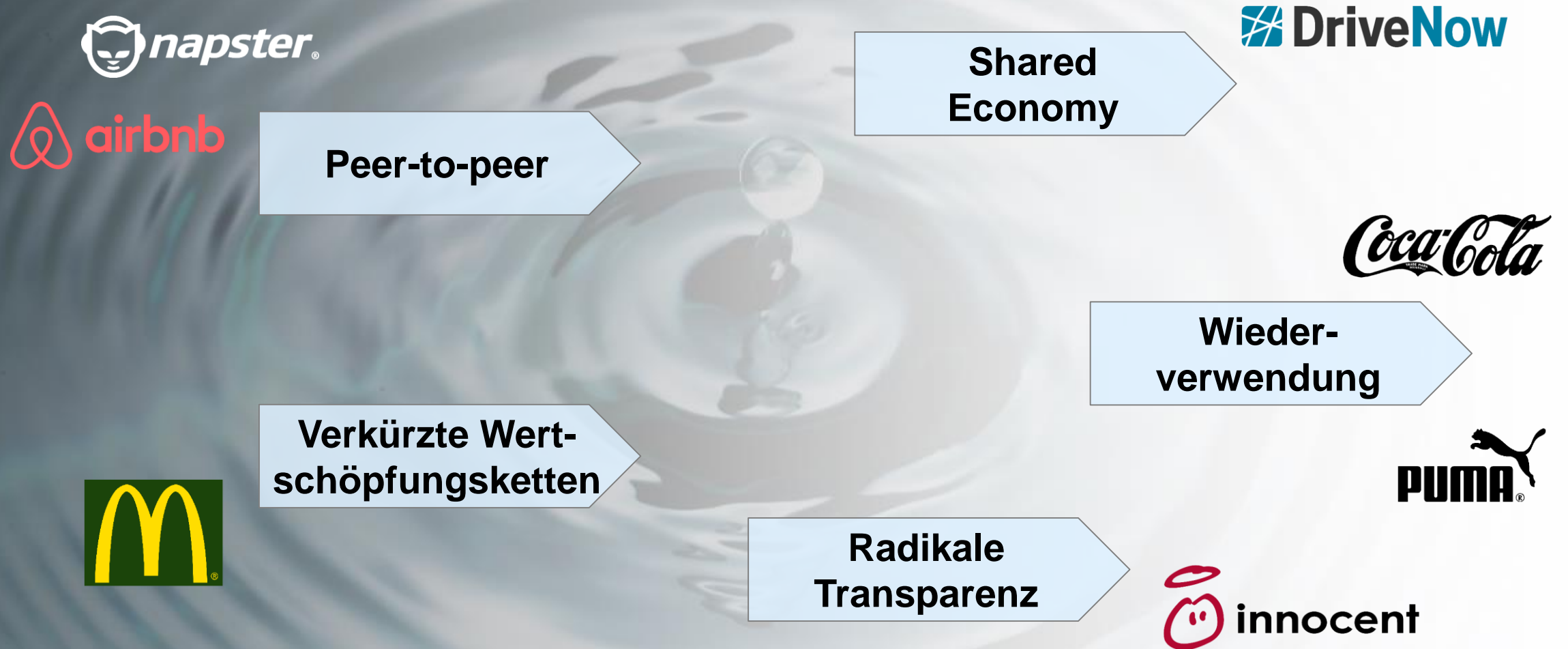
- Innovation
- Finanzierung
- Design
- Arbeitskraft
- Einkauf



- Infrastruktur
- Plattform
- Software
- Geschäftsprozesse

Cloud

Treiber neuer Geschäftsmodelle ist primär die aktive Einbeziehung des Kunden und effizientere Ressourcennutzung



Jeder muss sich fragen:

Wie stark will oder muss ich mich auf die Digitalisierung einlassen?

**Reine Nutzung
inkrementeller Verbesserungen**



**Erschließung neuer
disruptiver Geschäftsmodelle**



Bestehende Marktteilnehmer verändern sich und kontinuierlich entstehen neue Akteure, welche sich an das bestehende Netzwerk andocken



Konzerne erfinden sich neu mit starker Fokussierung auf Kundennutzen



Health Provider



Service Providers



Low-emission mobility Provider



Answer Company

Crowd und Cloud sind zentrale Themen für die SAP



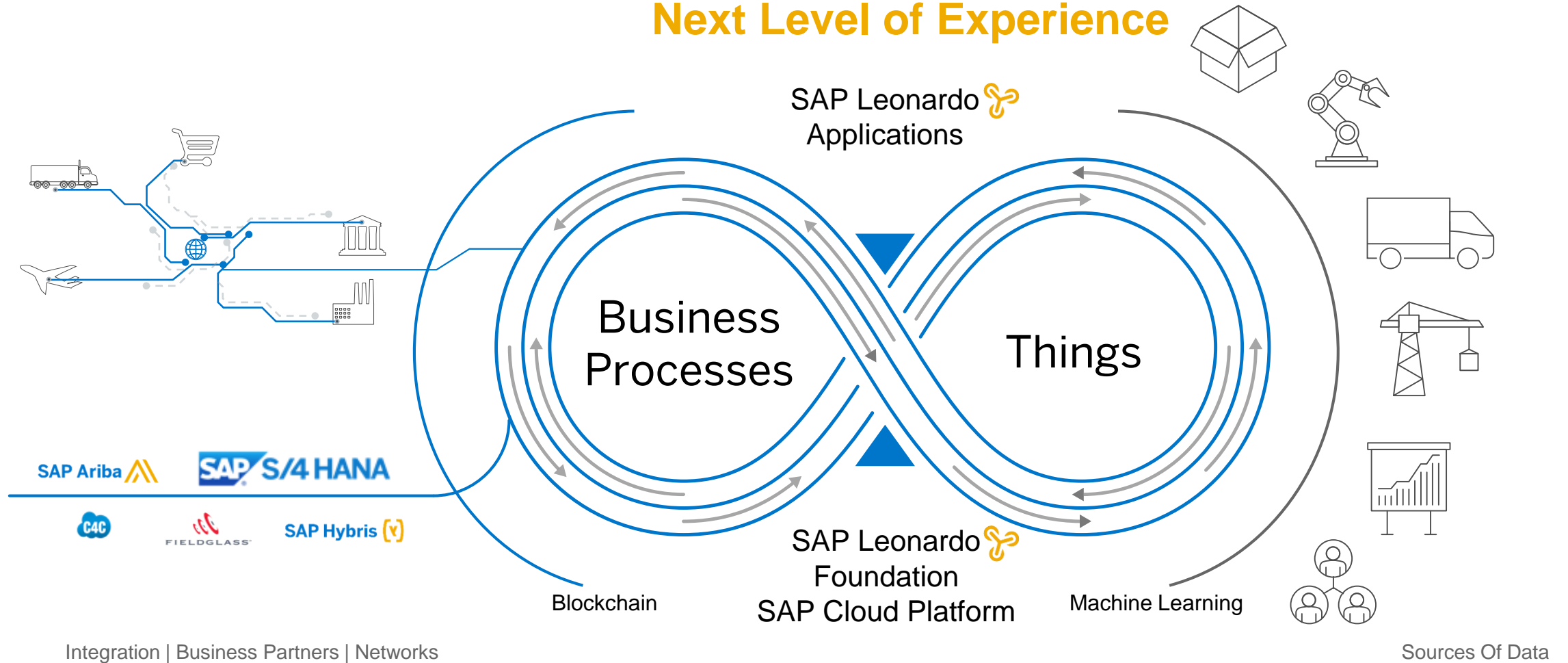
- Crowd schon lange Teil der **SAP Strategie**
- Weitreichendes **SAP Eco-System**
- SAP als **Anbieter für Crowd Lösungen**
- **Verantwortungsvoller Umgang** mit sensiblen **Unternehmensinformationen und persönlichen Daten**

- Cloud als zentraler Bestandteil der **SAP Strategie** und Erfolgreiche Wandlung zur **Cloud Company**
- SAP als Anbieter von **Cloud Applikationen und Plattform**
- **Strategische Partnerschaften** mit anderen Technologieführern
- Erschließung von **IoT Daten** in der Cloud

SAP ermöglicht die Kombination
von Informationen zu Personen, Dingen und Prozessen.

Das SAP Leonardo Innovationsportfolio ermöglicht Unternehmen diese Wandlung

Next Level of Experience



Die Digitalisierung birgt Chancen und Risiken



Kritische Erfolgsfaktoren für ein neues Geschäftsmodell



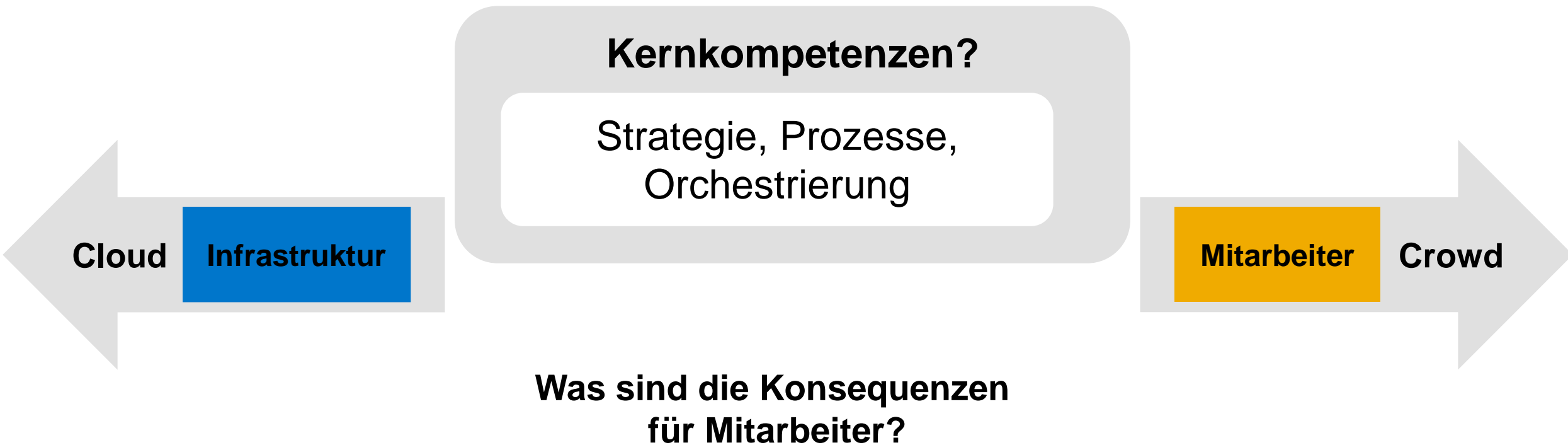
Verständnis des
eigenen Geschäfts

Verinnerlichte Kultur
der Geschäfts-
innovation

Skalierung mit
strategischen
Partnerschaften

Lernen aus
Rückschlägen

Welche Kernkompetenzen verbleiben im digitalisierten Unternehmen? Wie muss folglich meine Geschäftsstrategie aussehen?





Am Ende wird vor allem der Kunde entscheiden welches Geschäftsmodell sich durchsetzt

“I’m not sure consumers have huge appetite for change for the sake of change or for new business models because they wake up one morning and think ‘I want a new business model’. **They simply want better value.** And until a business can demonstrate that it offers better value then the method of delivery I think is rather meaningless.”

Giles Andrews, CEO of Zopa

Vielen Dank



Eva Zauke

VP BU Internet of Things & Digital Supply Chain

SAP SE

Dietmar-Hopp-Allee 16
69190 Walldorf

eva.zauke@sap.com
+49 6227 7 40123

 www.linkedin.com/in/eva-zauke-4732b72/

 twitter.com/EvaZauke



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