

Mobile World Congress
Fira Gran Via in Barcelona, Spain
February 22 – 25, 2016

Leading the Digital Transformation SAP® at Mobile World Congress 2016

Booth 3M41, Hall 3



Barcelona | 22 – 25 February 2016



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SAP at Mobile World Congress

Leading the Digital Transformation

On behalf of SAP, I would like to invite you to join us at Mobile World Congress, February 22-25, 2016 in Barcelona.

Our customers, and their customers, are looking for ways to transform their business in the digital era – to support new business models, deliver a superior customer experience, and leverage customer data for insight-driven decision making.

I encourage you to join us at the SAP stand (Hall 3, 3M41) to see how we can provide you compelling solutions that will help you to lead in the era of digital transformation.

While at the stand, explore the Experience Zone to see showcases and get hands-on demos of our solutions and meet 1:1 with our experts to learn how we can uniquely help you and your business.

If you can't attend Mobile World Congress this year, you can always join us virtually at <http://www.sap.com/mwc> and through our social channels where we will have live coverage of the event.

In the meantime, if there is anything my team can do to make your MWC experience more enjoyable, please let me know.

Regards,
Stephan Gatien
Global Vice-President – Telecommunications Industry Business Unit



SAP at Mobile World Congress: The Digital Transformation

Come visit the SAP stand (Hall 3, 3M41) to experience cutting-edge showcases that highlight how SAP is enabling the digital transformation for communication service providers and their customers.

Showcase, Network and Meet

SAP's presence at Mobile World Congress is designed to offer you an event experience that will provide key takeaways in order to make important, strategic business decisions.

The SAP booth will demonstrate how global companies are transforming their business leveraging SAP's expertise and solutions in the following areas:

Digital Transformation Showcases

- **The Digital Boardroom**

In order to successfully transform your business by reinventing business process and business models, you must first build a solid digital core. In this showcase, we will highlight how executives in leading global companies are relying on the SAP Digital Boardroom to have real time insights for quick decision making – across the company and divisions. We'll show how companies around the world are relying on S/4HANA to drive core business processes designed for the digital age.

- **The Future of Customer Engagement and Commerce**
Experience how next-generation Communications Service Providers (CSPs) are engaging with their customers to provide highly relevant, contextual offers, services, and interactions through all channels including mobile devices, online, retail stores, social media, call centers and more.
- **The Future of Big Data**
See how data is being leveraged today to drive greater efficiencies, new revenue streams, better customer engagement and higher profitability.
- **The Future of the Internet of Things**
See how almost every industry is being transformed by the Internet of Things and how CSPs are at the very heart of that transformation. From Digital Farming to Connected Cars, CSPs are exploring partnerships and new services that will leverage the vast data, network and device resources available to drive revenue from IoT services. This showcase will demonstrate how SAP is partnering with the industry to make those services a reality today.



SAP at Mobile World Congress: The Digital Transformation

If you are interested in knowing more, you will have the chance to network with SAP experts and customers. There will be plenty of space designed to facilitate networking and meeting and deeper conversations. Please email anca.pop@sap-mwc16.com if you would like to prearrange a meeting with SAP experts and partners or attend a guided tour of our show floor. Here is an overview of the topics that you can discuss at SAP Stand:

The Power of Customer Engagement

- **Omnichannel Commerce for Telecommunications**
See how SAP helps CSPs have a fully functional commerce storefront designed with the unique needs of the telco industry in order to create a consistent and compelling experience across all channels to market.
- **Real-Time Customer Experience Management**
Learn how SAP is helping CSPs transform the customer experience and powering new monetization models with best-run customer engagement, care, billing, and analytics.
- **The Power of Collective Insight into Your Customers**
Discover how SAP can help CSPs leverage the power of predictive and advanced analytics to identify customers at risk of churning and visualize data to make fast, informed decisions. Learn how to use analytics to predict customer responses and outcomes in order to provide a better customer experience.

The Power of Big Data

- **Revenue And Margin Assurance**
Learn how SAP is working with CSPs to leverage real-time data analysis and insights to ensure maximum margin and profitability.
- **Predictive Analytics**
See how enterprises in all industries are using predictive and advanced analytics to run their business more efficiently and harness the opportunities available in the digital era. From engaging better with customers, to uncovering new business opportunities to making faster business critical decisions, SAP's analytics solutions are powering real-time insights for its customers every day.
- **Network Operations**
Discuss how CSPs are combining data from the network with customer data to provide better uptime and also a more personalized customer experience.

From Things to Outcomes

- **Know**
Where risk and opportunity lies inside your business network utilizing connected things.
- **Evolve**
Business processes to turn insight into outcomes.
- **Create**
New business opportunities, sources of value, and ecosystem advantage.

SAP Partners

Visit our partners exhibiting within the SAP stand, including:

ALTIMA
BUSINESS INTEGRATOR

Deloitte.


DigitalRoute
Every bit counts.

 **Hitachi Data Systems**

innova

IQUEST

 **Microsoft**

startup.focus.


Tangoe



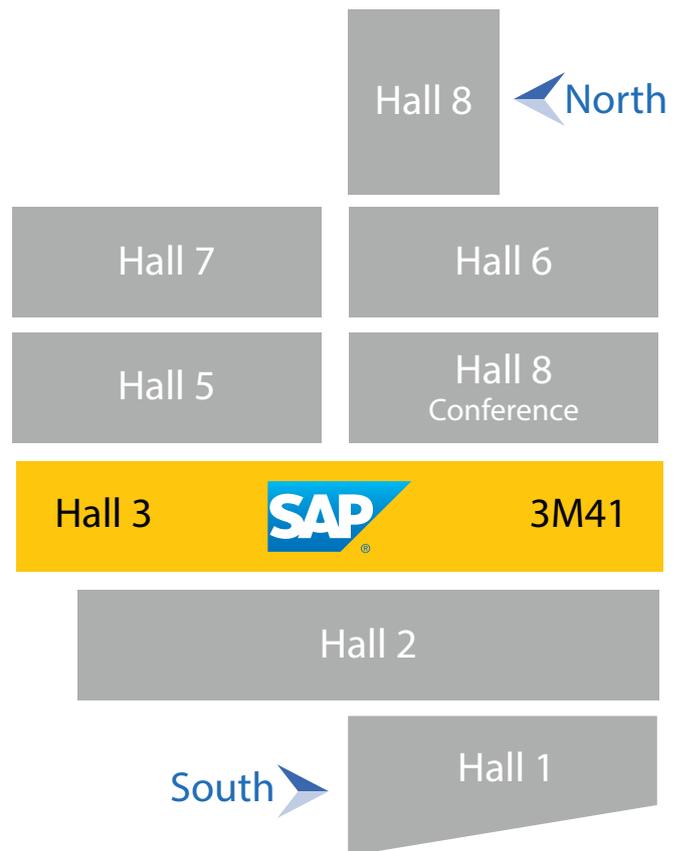
Engaging with SAP at Mobile World Congress

Visit SAP in the Exhibit Area
Booth 3M41, Hall 3



MOBILETM
WORLD CONGRESS

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Engaging with SAP at Mobile World Congress

Schedule 1:1 Tour and Meeting

Do you have specific topics you want to discuss with us? Please work with your account executive or partner manager to schedule meetings onsite with one of our executives or experts. Also please email anca.pop@sap-mwc16.com if you would like to meet with SAP experts and partners or attend a guided tour of our show floor.

Connect with SAP at MWC via Social Media

Follow us in real time on Twitter at @SAP_Telco,

Digital Women

SAP will be hosting the 2nd annual Digital Women cocktail party, in conjunction with Light Reading. The event will be held on the Sunday evening just prior to the start of Mobile World Congress.

Sunday, February 21 from 5:30-7:00pm
Ajoblanco Restaurant
Carrer de Tuset, 20, 08006 Barcelona, Spain

To RSVP for the event, please email [Sabine Bancroft](mailto:Sabine.Bancroft@sap.com).

Cocktail Receptions

SAP is hosting two cocktail receptions at Mobile World Congress:

Tuesday, February 23, at 5:30 p.m.
Wednesday, February 24, at 5:30 p.m.

SAP booth: Hall 3, 3M41

Please join us for good drinks and interesting conversations.

Complimentary Expo Hall PASS

We are giving some free passes to qualified SAP customers and prospects.

Contact your account executive or [Isabel Perez Marquez](mailto:Isabel.Perez.Marquez@sap.com) for a complimentary pass.

www.sap.com/contactsap

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