

Innovation through Simplification

The Cloud built for Business

HP Fülle, Head of Cloud & LoB South Europe

October 30, 2014



A long time ago people were dancing during concerts...
today people record, click, share, tweet...



EMPLOYEES ARE DIFFERENT (TOTALLY)





Unprecedented Pace of Change

1B

people in social network
will rewire business
and personal
boundaries

Millennials

transform customer
demands and the
workplace

**New +
Disruptive**

business models
will accelerate change
and innovation

50B

web-enabled devices
by 2020 will create an
intelligent universe

MORE BUSINESSES TAPPING INTO THE CLOUD...

75%+

**New IT expenditures will be for
Cloud or hybrid systems by 2016**

70%+

**CIOs will embrace a “cloud first”
strategy by 2016**

80%

**Of new IT decisions will involve LoB
execs 53% of IT decisions will be led by
LoB execs**



Customer seeks Outcome not Products

DAN

ConAgra
Foods
Food you love

50m+

Interviews



Woolworth
the fresh food people

2 m+

Largest single
cloud deployment

RIAN
medical systems

AkzoNobel
rs Today

35 m+

SAP Cloud users



S
LAS VEGA

1.4 million+

connected companies from 190
countries collaborating on
>US\$600 billion worth of
commerce annually.



71k+

SAP Cloud Customer



EMC²

BIBIC

brother

162%

YOY Subscription
revenue growth

MOHAWK

SSO

Expedia

verizon wireless
Authorized Retailer

SAP Cloud Strategy & Portfolio



The right mix



cloud



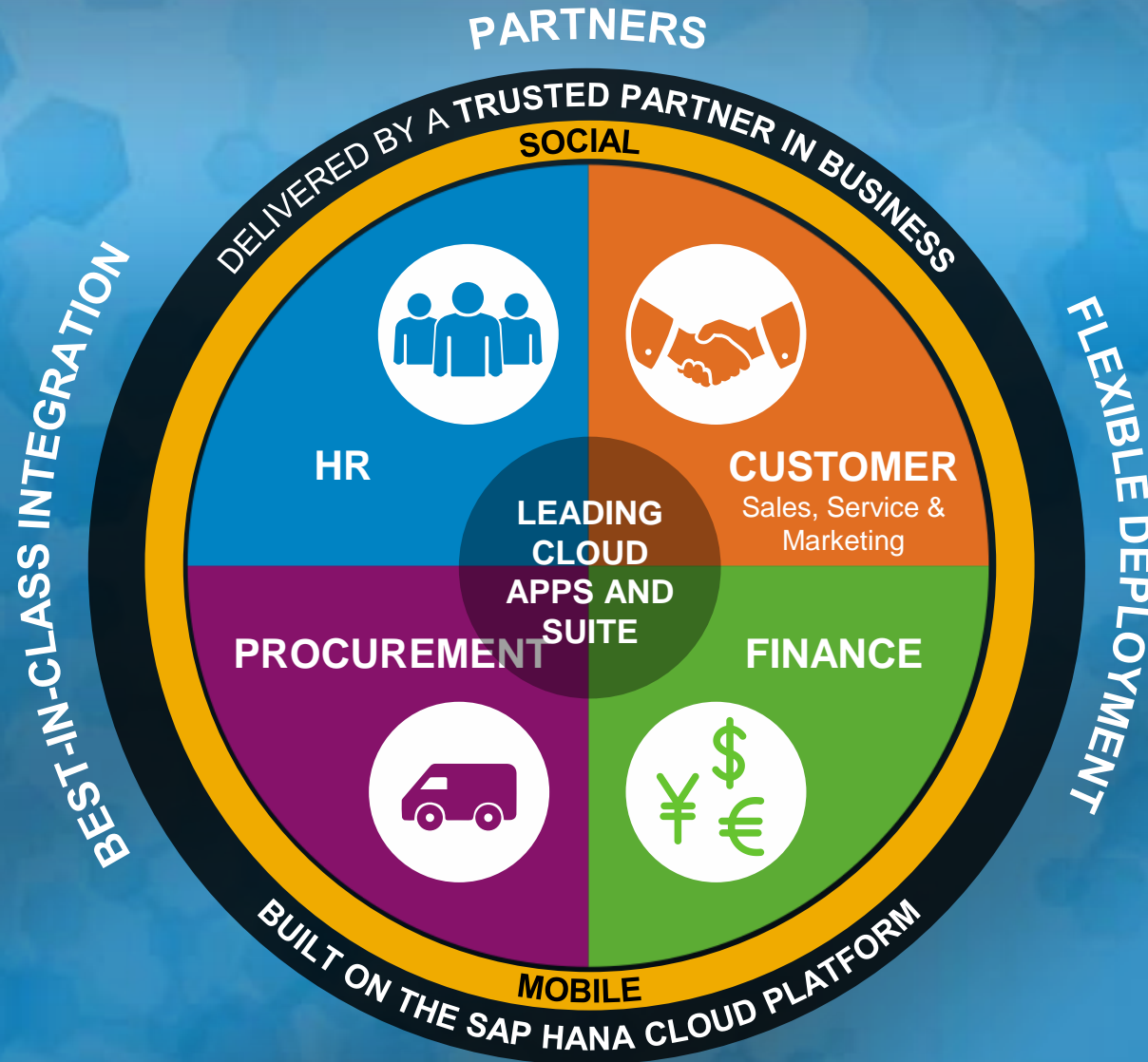
managed



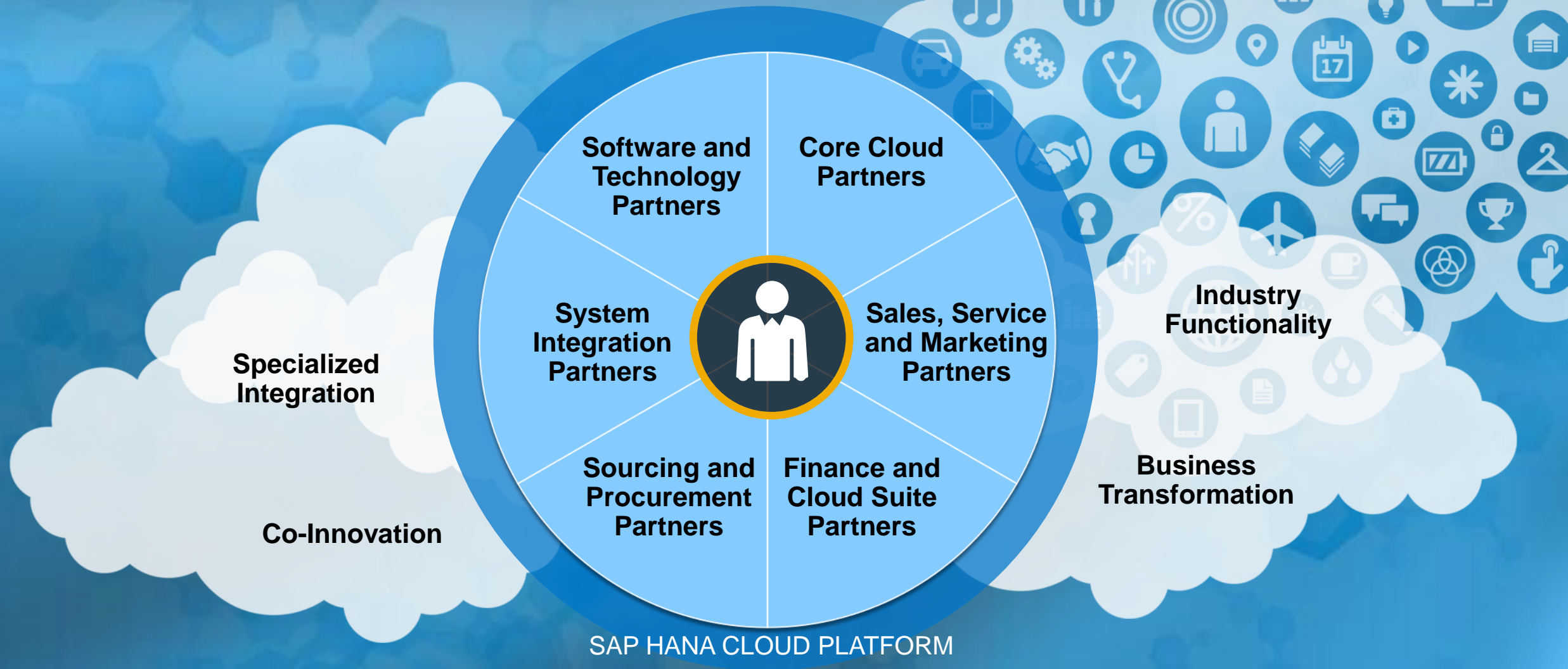
on prem

Integrated

Our Strategy helps Customers to focus on Business Outcome












Partnerships : We Deliver Choice to Our Customers



SAP Cloud Portfolio




Innovation and Agility - delivered in a unified approach

Public

| HR | Omni-channel Commerce & Customer Engagement | | | Procurement | | Finance |
|--|---|---|--|--|---|--|
| Human Resources  successfactors <small>An SAP Company</small> | Marketing  Cloud for Marketing Social Media Analytics  | Sales  Cloud for Sales ² | Service  Cloud for Service | Procurement  Cloud for Travel & Expense  | Supply Chain Management  S&OP Cloud on HANA | CFO Office  Simple Finance* Business ByDesign SAP Business One |
| Collaboration | | | SAP Jam, Business Network | | | |

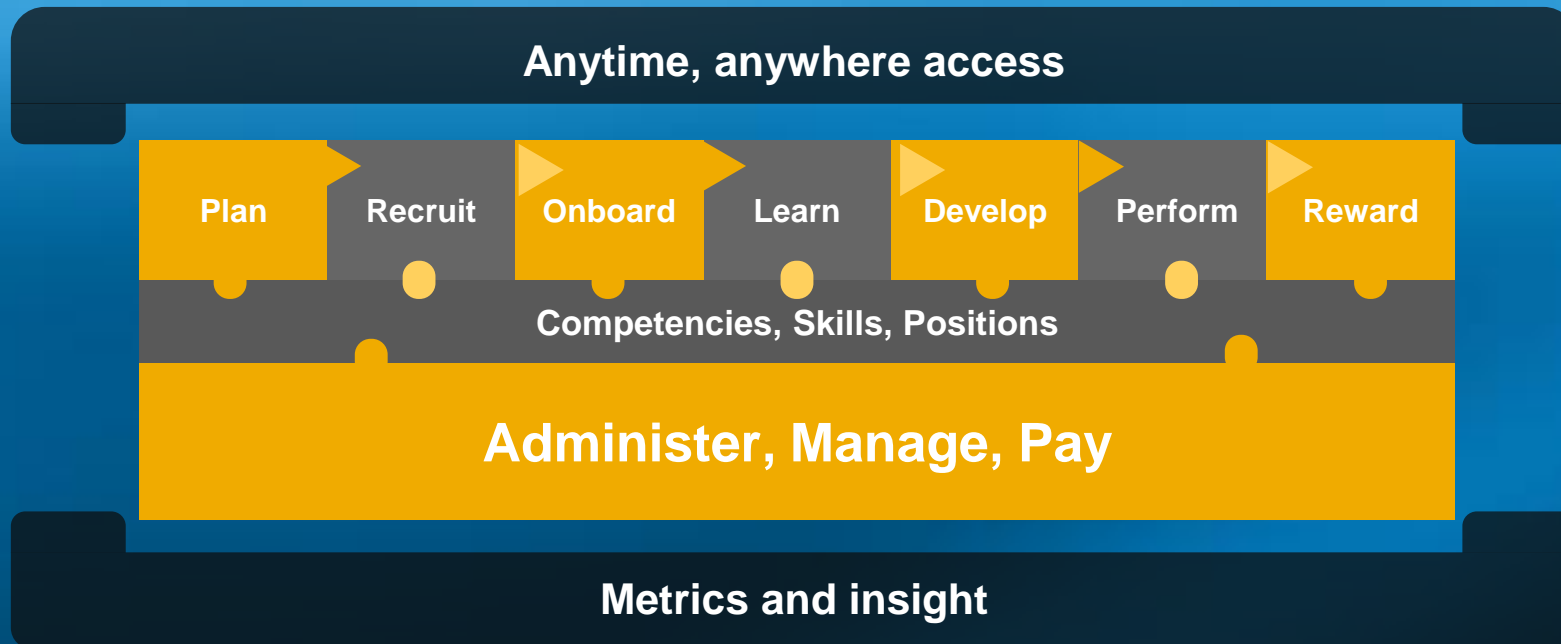
Fiori User Experience + SAP HANA Realtime Platform Application Development, Integration, Database and Analytics, Foundation

Managed and OnPremise

| | Analytics | | | | | |
|--|---|--|---|--|--|--|
| | BI (BusinessObjects), EPM, BW on HANA | | | | | |
| | Omni-channel Commerce  hybris software <small>AN SAP COMPANY</small> |  CRM on HANA (for Industries, Billing & Revenue) |  CRM on HANA (for Industries) | | SCM, PLM & Manufacturing  Suite on HANA (SD, MM, PP & PLM) |  Simple Finance Suite on HANA (FICO), GRC |

* Adobe executed via partnership
 Also available in Managed Cloud
 Simple Finance will have a Public Cloud option for new Finance deployments available by year-end 2014
 Simple Finance will also have a Managed Cloud alternative to FICO

Example HR: One platform to support each phase of the employee lifecycle



The Power of 1

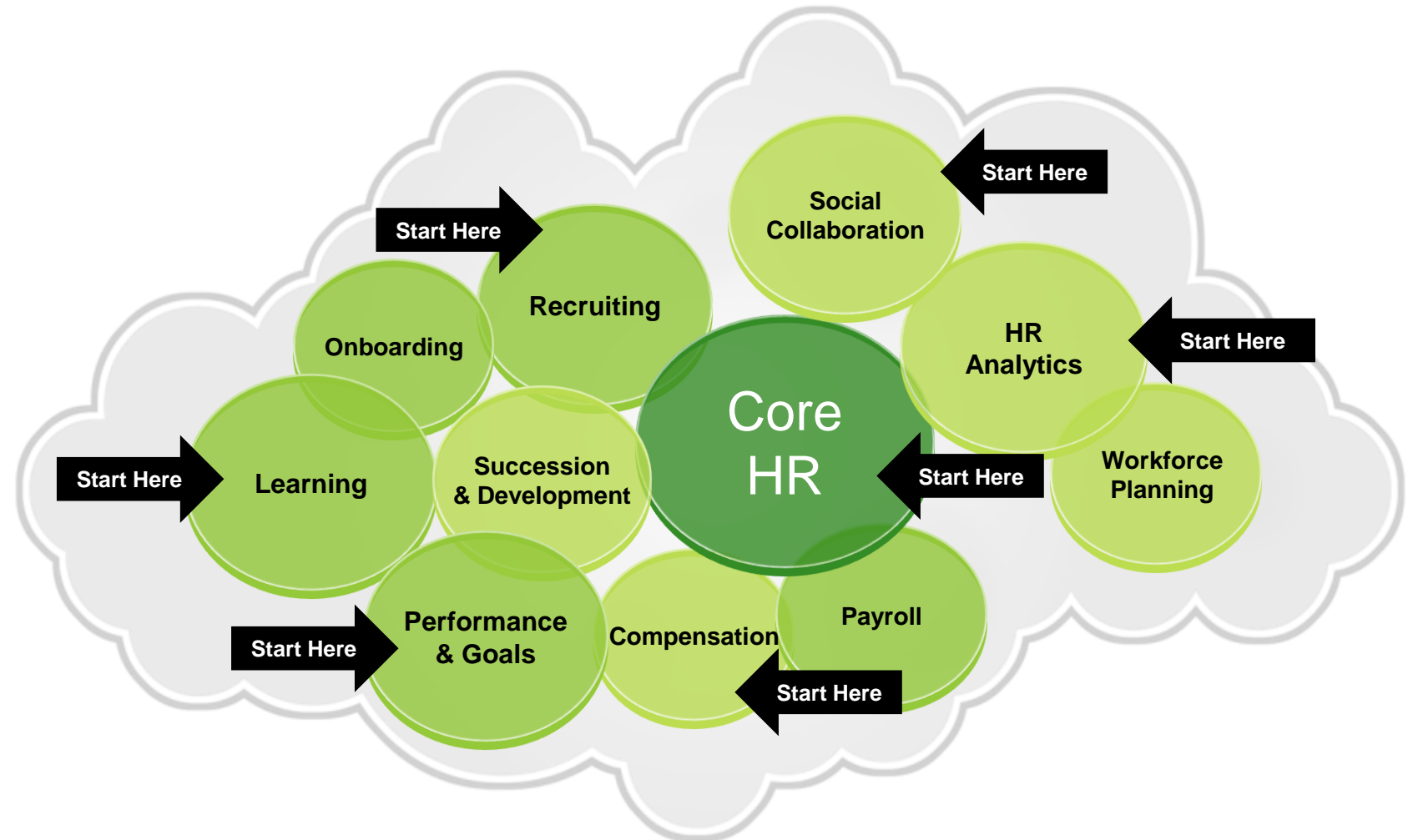
- **One** set of employee master data to eliminate redundant users and data
- **One** organizational structure to drive workflow, security, and HR processes
- **One** competency catalog leveraged by all Talent Management processes
- **One** set of consolidated, analytics to plan, measure, and impact business outcomes

SuccessFactors: Modular, deployed at your pace

Start anywhere, based on your needs and strategies

Adoption options

- **Start:** Solve an immediate pain point (e.g. Learning)
- **Group:** Leverage more than one to solve a bigger pain (e.g. Core HR + Onboarding)
- **Leverage** on-premise investments
- **Replace:** Move all HCM to the cloud



SuccessFactors Positioned as a Leader

In Gartner's 2014 Magic Quadrant for Talent Management Suites



This updated Magic Quadrant assesses the market for talent management suites, which help enterprises manage the key processes of plan to source, acquire to onboard, perform to reward and assess to develop.

Gartner "Magic Quadrant for Talent Management Suites" by Ron Hanscome, Jeffrey Freyermuth, Yvette Cameron, June 2014. This graphic was published by Gartner, Inc. as part of a larger research document and should be evaluated in the context of the entire document. The Gartner document is available upon request from SuccessFactors. Gartner does not endorse any vendor, product or service depicted in its research publications, and does not advise technology users to select only those vendors with the highest ratings. Gartner research publications consist of the opinions of Gartner's research organization and should not be construed as statements of fact. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

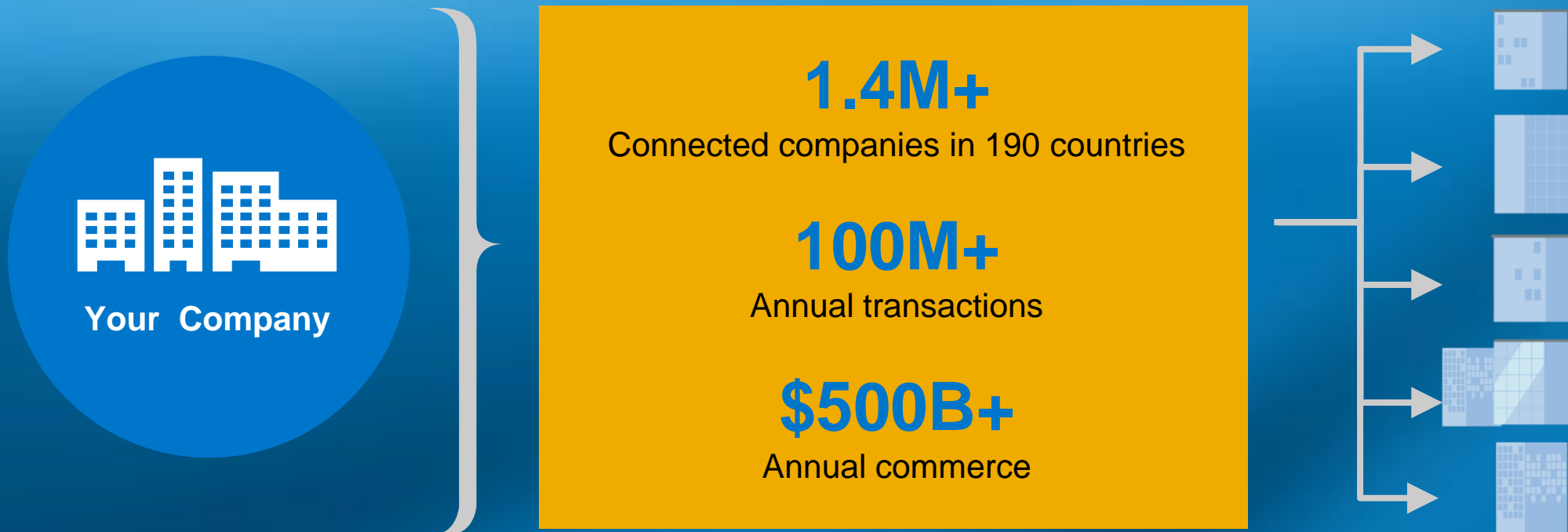


Demo

SuccessFactors

Example - Networked Economy with the Ariba Business Network

Ariba Business Network



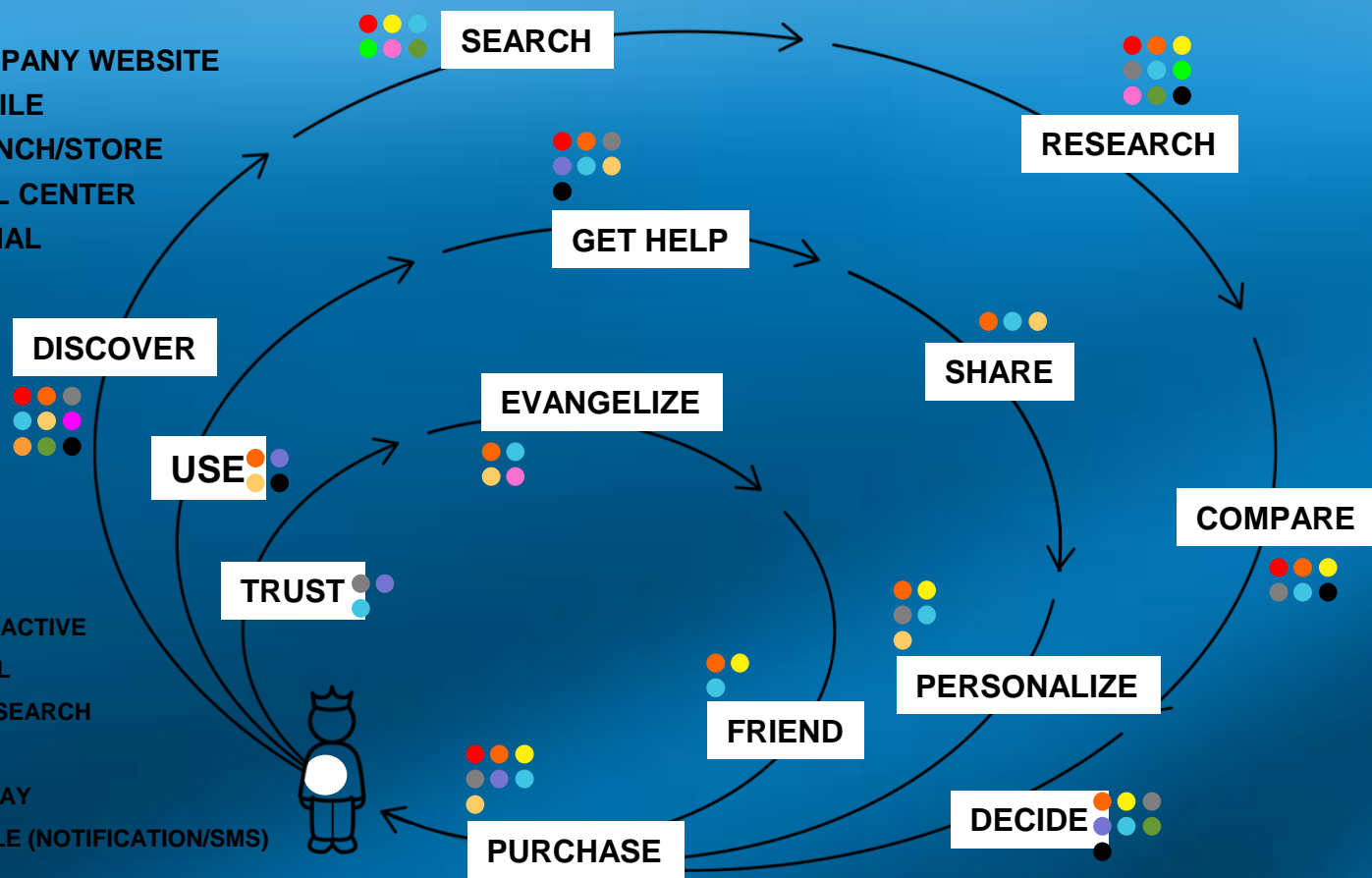
1 **Open**
Any Vendors
Any Protocols

2 **Comprehensive**
All Suppliers, All Processes,
Global Scale, Network Effect

3 **Intelligent**
Smart real-time business
processing, Commerce Graph

Example - Omnichannel, Commerce, Customer Engagement

- WEB
- COMPANY WEBSITE
- MOBILE
- BRANCH/STORE
- CALL CENTER
- SOCIAL

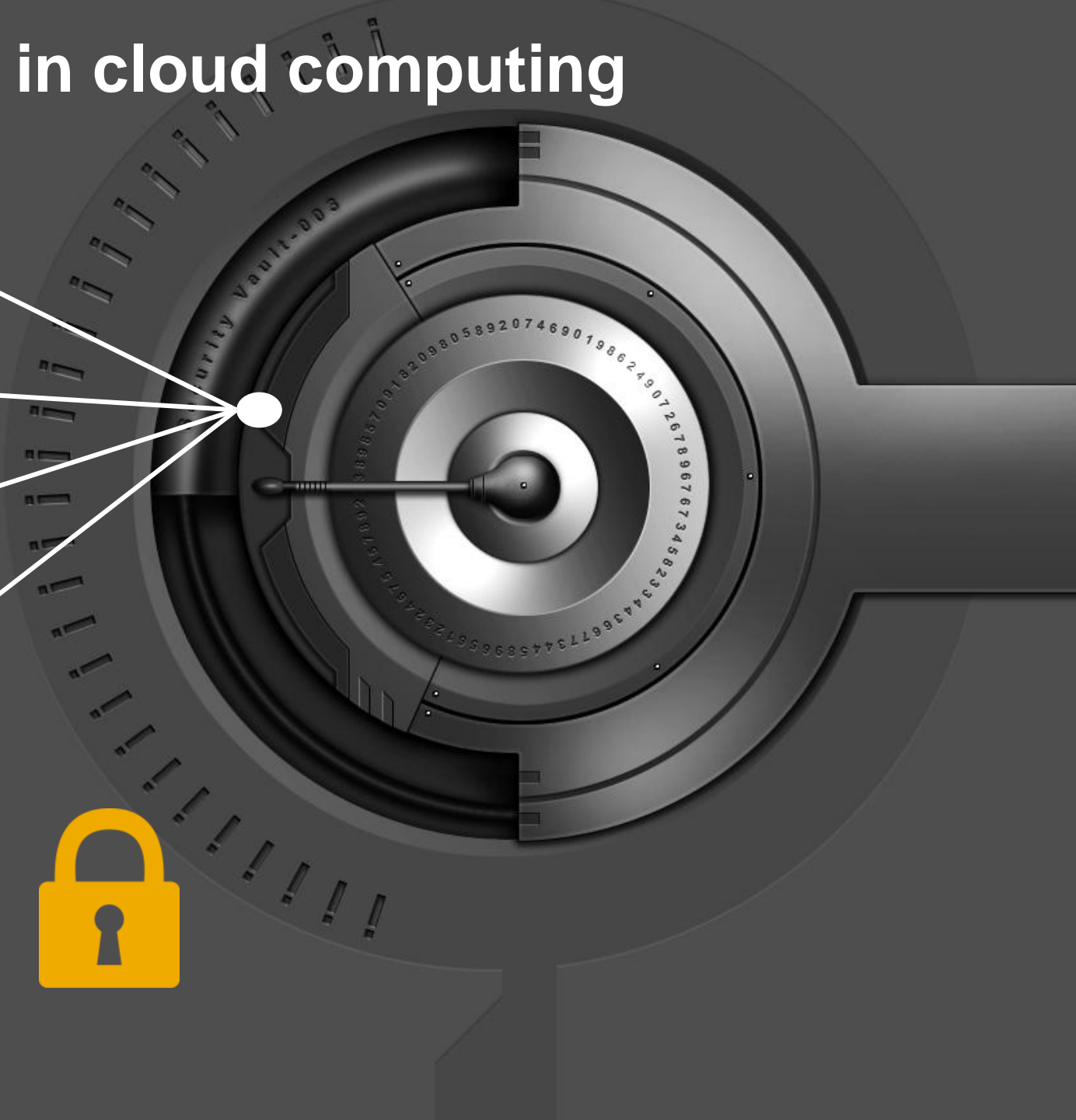
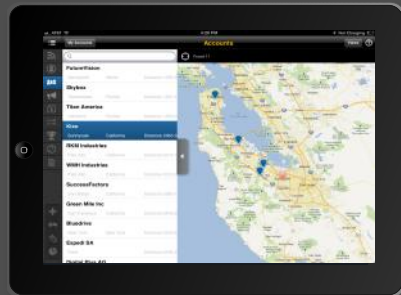


Omnichannel, hybrid
Customer Insight
SAP Cloud for Sales, Service, Marketing
SAP Cloud for Social Engagement



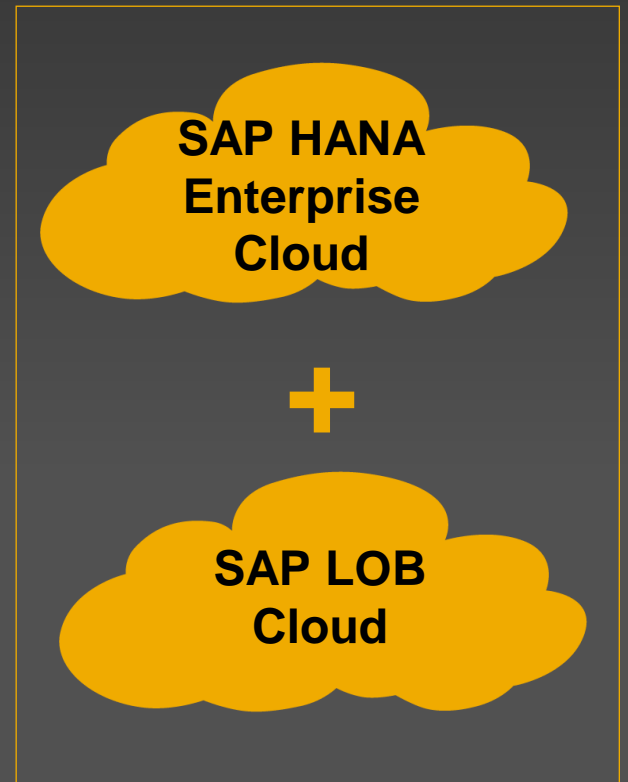
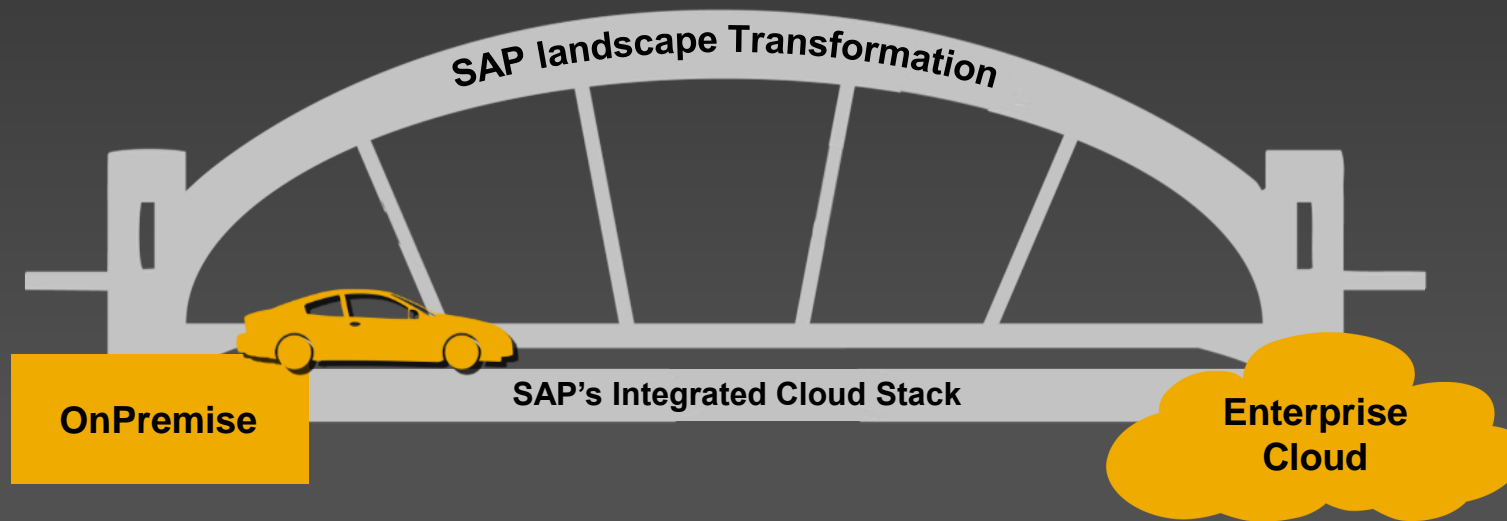
Security remains THE topic in cloud computing

- ▶ Data security
- ▶ Data privacy (where is my data)
- ▶ Portability of data
- ▶ Business continuity



SAP offers the Bridge to the 1st class Enterprise Cloud

- ▶ Easier Transition
- ▶ End-to-End Support
- ▶ Integrated
- ▶ NON-Disruptive
- ▶ Lowest Risk
- ▶ Simplified Consumption
- ▶ Faster Innovation
- ▶ Enterprise Scale



- Complement and **extend existing** on-premise **investments** with cloud solutions and **transform**

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Grazie mille

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