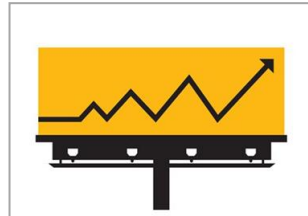
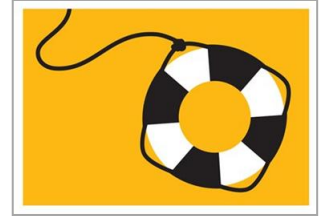
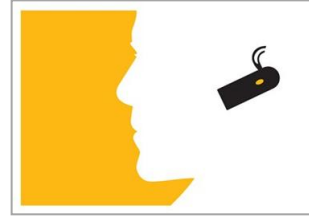


SAP Innovations Enable Industry Transformation

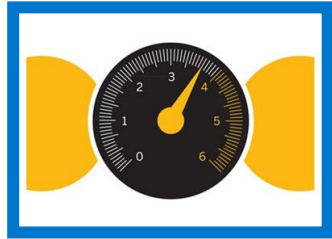
Discussion panel moderated by Georg Kube, SAP Industry Marketing
SAPPHIRE NOW, May 17, 2011



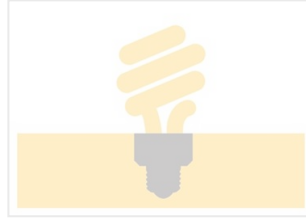
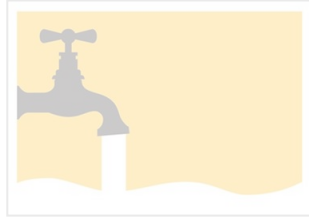
One common theme across industries: Direct access to the end consumer is key



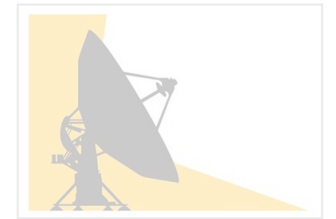
One common theme across industries: Direct access to the end consumer is key



Automotive



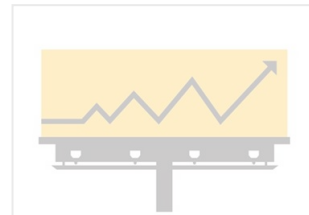
Banking



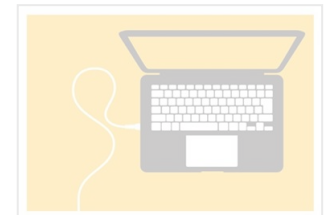
Consumer



Retail



Fashion





Our guests today:



Suja Chandrasekaran
Vice President
Chief Information Officer



Carrie Thompson
Global Program Manager
Parts Supply & Logistics

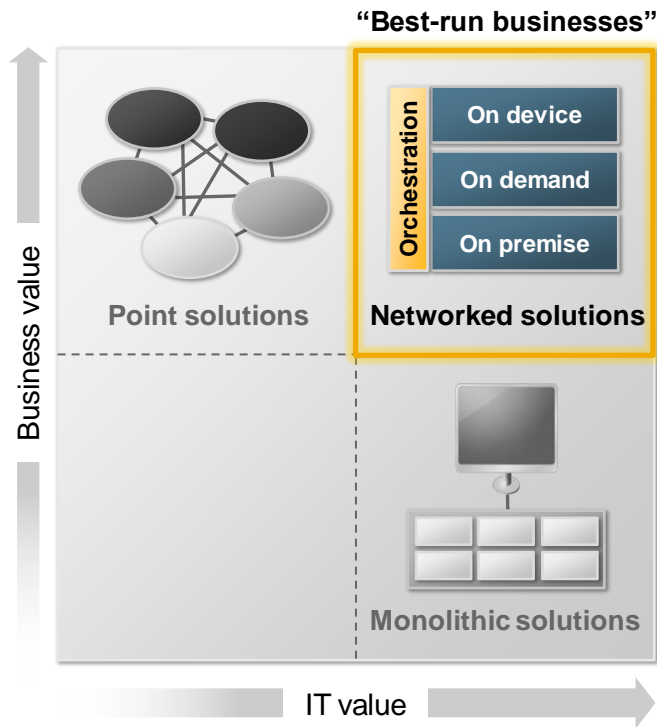


John Auger
Senior Vice President
Mobile Banking Strategy



Dr. Kerstin Geiger
Executive Vice President
Co-Head Industry Solutions

We help companies to run, grow, and transform their business as they evolve into multi-industry value chains



Business value

Comprehensive processes for multi-industry value chains combining horizontal and industry-specific solutions

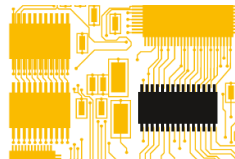
- **Collaborate better** with internal stakeholders and external partners
- **Adapt better** to changing business environment and changing needs of customers
- **Decide better** on where to invest strategically
- **Operate better** to be as efficient as possible

IT value

Orchestration across on-premise, on-demand, and on-device solutions provides an IT platform that is:

- Flexible
- Secure
- Scalable
- Cost-efficient for maintenance in the long run

SAP innovations enable business transformation



In-memory computing



Mobility



On-demand solutions



Business analytics

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