Improve Performance in Manufacturing, R & D, and Sustainability

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Shrinking Planet

Evolution of Population

Connected Planet

Evolution of Business Models

Shrinking ecological renewal
Urbanization
Environmental expectation

Aging experts
Digital natives
Demanding customers

Hyper connection
Data explosion
Social revolution

From products to performance
Disruptive regulatory
“Me” economy
Strategy for Success

Connect, analyze, predict, and act
- End to end
- Single virtual Big Data model
- Predictive analysis
- Context sensitive, smart action

Increase value, reduce consumption
- Design for performance
- Global manufacturing
- Dynamic, self-organizing value networks

Simplify the complex
- Augmented reality
- Context aware
- User centric
- Social embedded
Idea to performance
Holistic business approach to increase product and service performance

- Integrated processes from idea through performance
- Common, real-time, contextual data and analytics leveraging the SAP HANA platform
- Simplified, harmonized user experience leveraging mobile, virtual enterprise, analytics, and social
- Extended scenarios through machine-to-machine connectivity
- Embedded sustainability across all processes
Idea to performance strategic structure and direction
Integrated business solutions to accelerate idea to product and service performance

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<th>Plan</th>
<th>Make</th>
<th>Service</th>
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<td>Collaboration across boundaries</td>
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Summary

Smarter real-time insight via SAP HANA–driven analytics

Faster execution via insight across functions

Simpler user experience via 3D visualization and social on mobile
Thank you

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