

Transforming Finance for Digital Business

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What is Digitalization?

Digitalization is the use of digital technologies to **change a business model** and provide **new revenue** and value-producing opportunities*.

*Source: Gartner



Uber
The world's largest
ride hail company
owns no vehicles



Alibaba
The world's most
valuable retailer
has no inventory



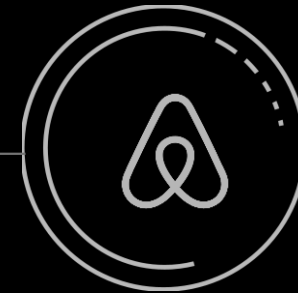
“Something
interesting is
happening.”*

*“The Battle is For The Customer Interface.”. TechCrunch 2015

Facebook
The world's most
popular media
owner creates no
content.

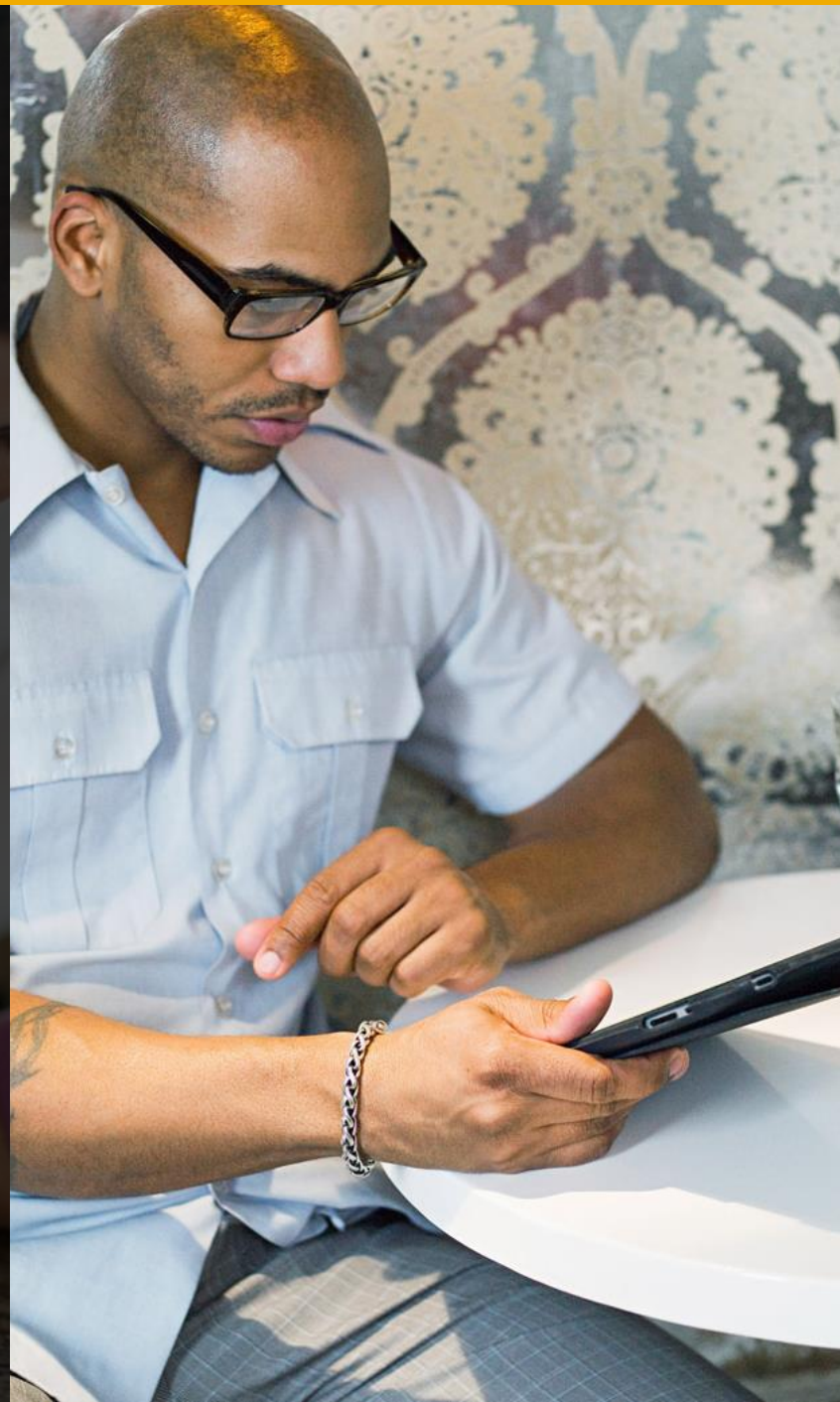


Airbnb
The world's largest
accommodation
provider owns no
real estate

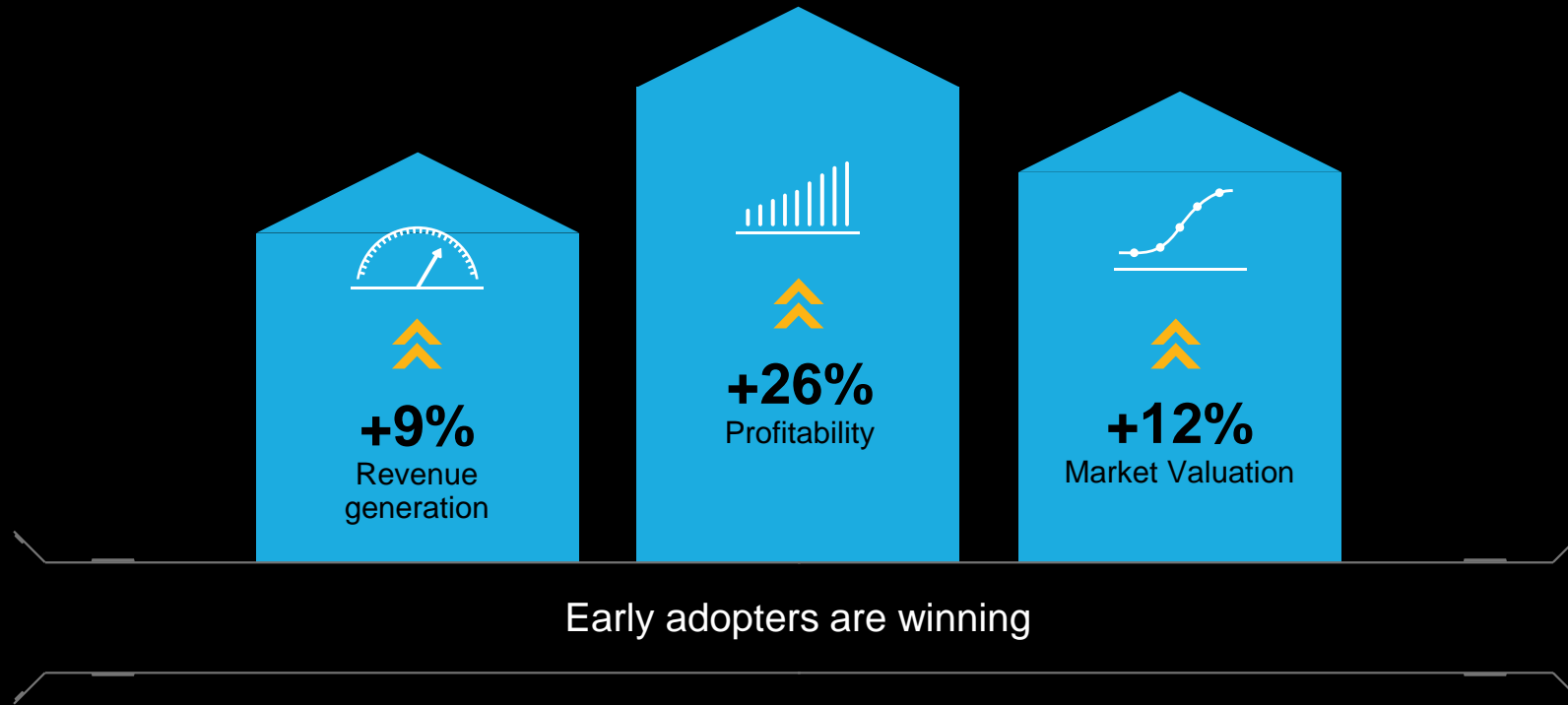


“The digital economy is simply becoming the economy.”

Günther Oettinger,
EU Commissioner for the
Digital Economy & Society



Providing opportunities to first movers



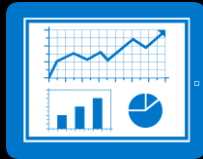
In the next 10 years, 40% of the S&P 500 will no longer exist if they do not keep up with these technology trends*

* "The Digital Advantage: How Digital Leaders Outperform Their Peers in Every Industry." CapGemini and MIT Sloan. 2012

What does this mean for finance?



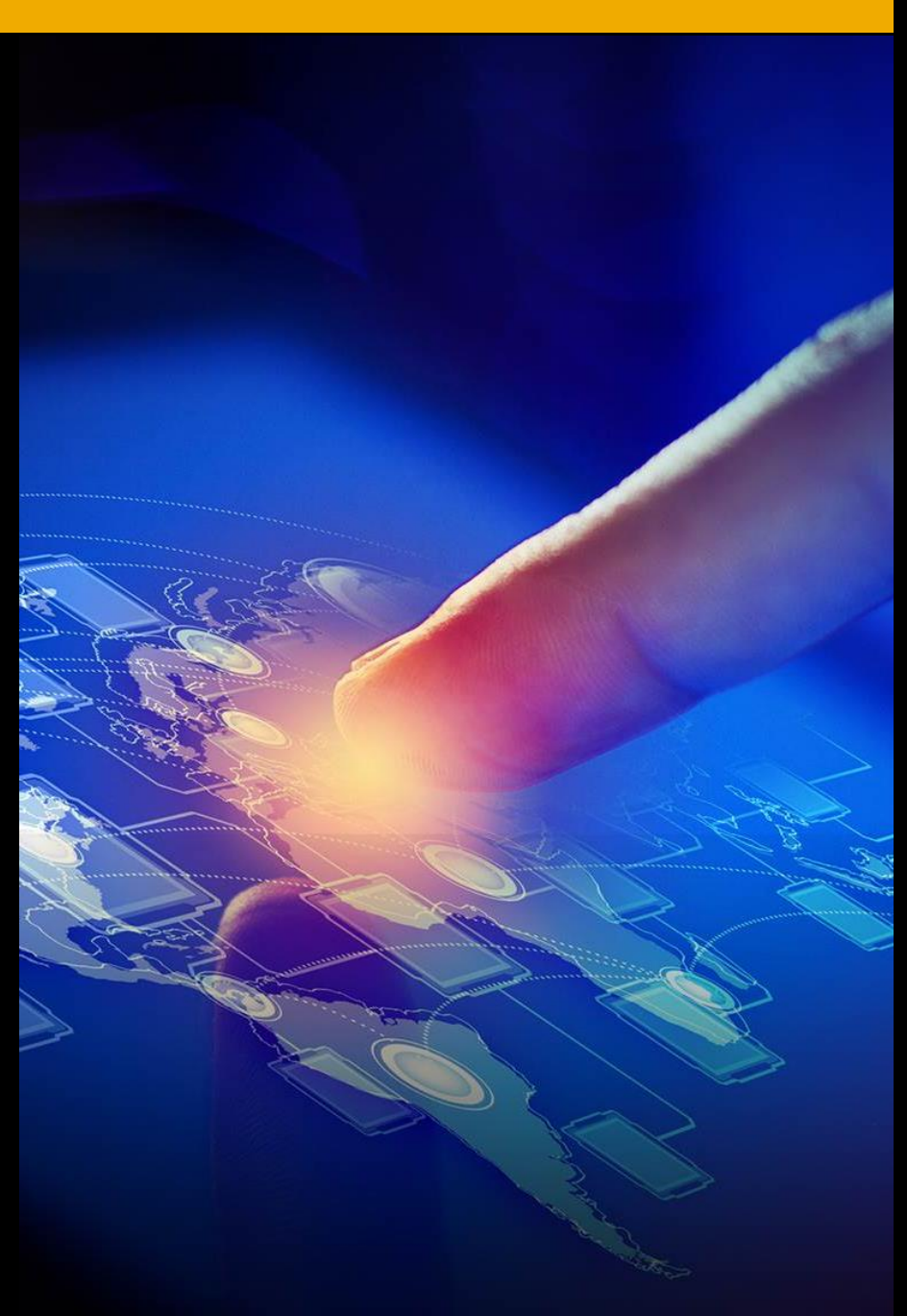
New **business models** and **competitors**



Need for instant **insight** to **action** and radical **automation**



Management of new types of **risks** and more complex **regulations**



Finance is key to the success of a digital business



Reimagining new business models

Flexible modeling, deep analysis, and rapid implementation of new business models



Bringing insight to the business

Ability to act in the moment, anytime and anywhere, enabled by a single source of truth



Streamlining finance processes and managing risk

Automated and networked processes, event-driven, and inherently compliant

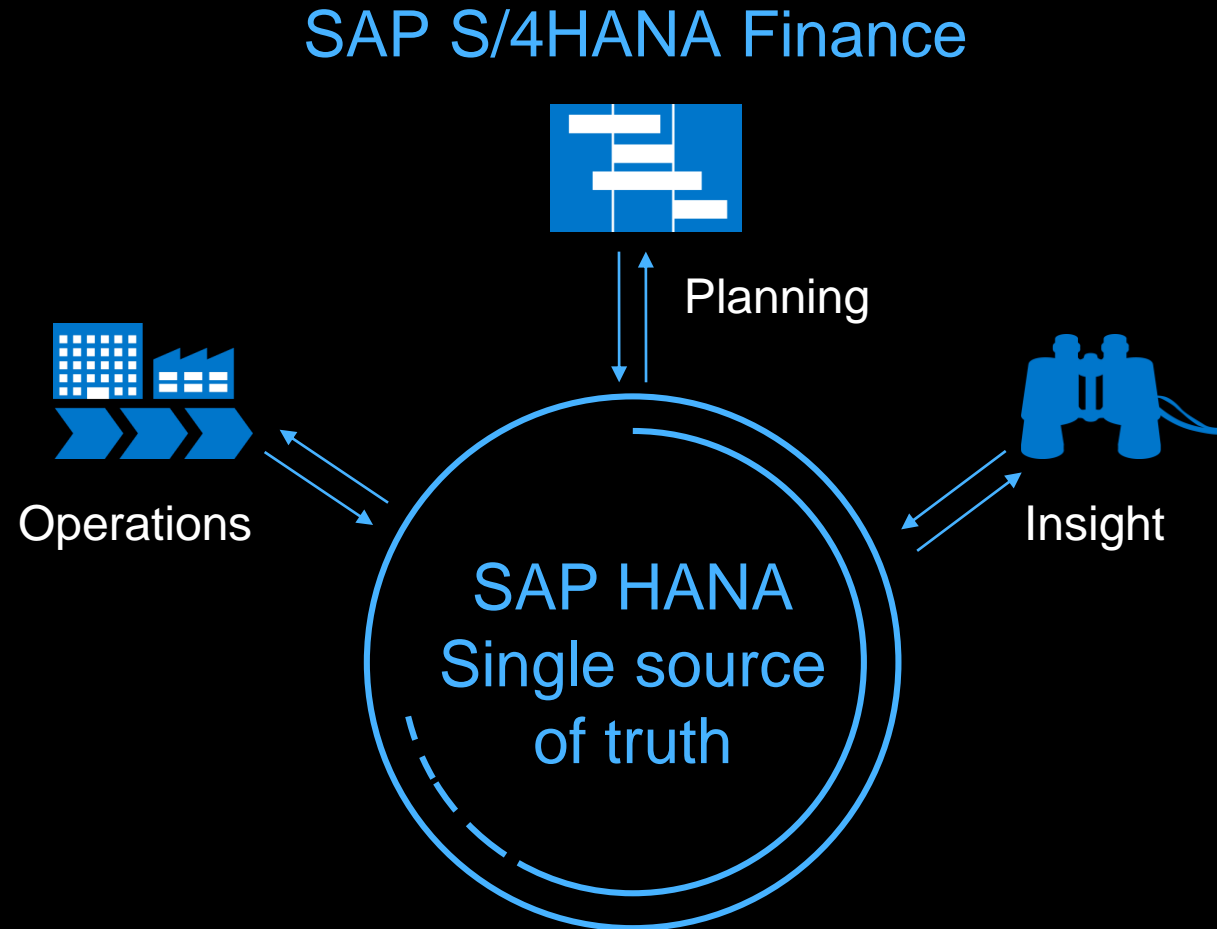
And technology is the foundation

“Renovating the core” such as ERP was highlighted as a ***key foundation*** for digital business.

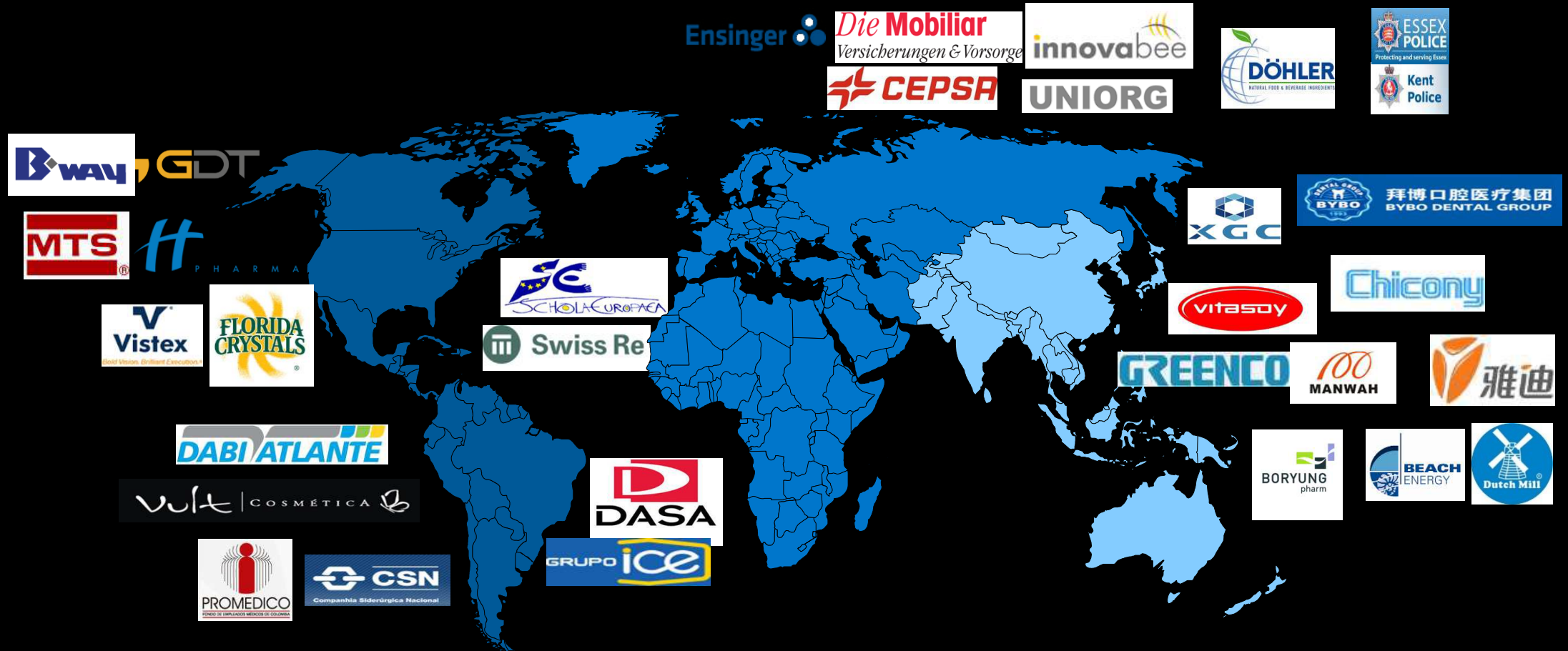
– 2015 Gartner FEI Study

The future is here

- Single platform for transactions, planning, and analytics with real-time updates
- One common view of finance data for enterprise-wide consistency – no reconciliations, replications, or aggregations
- Prediction, simulation, and analysis to evaluate financial implications of strategic business options



Customer momentum across the globe





Creating an international phenomenon

Cirque du Soleil uses analytics solutions from SAP to transform a small show in rural Quebec into an international phenomenon. It's simplified and trusted access to accurate information to make instant decisions that delivers the ultimate customer experience.

Finding a simple solution to a complex problem

Under Armour has simplified the way it does business with SAP HANA. It can now anticipate changes in supply and demand. It will also use SAP HANA to understand consumers' workout habits better and provide personalized advice and information to help push athletes to the next level.

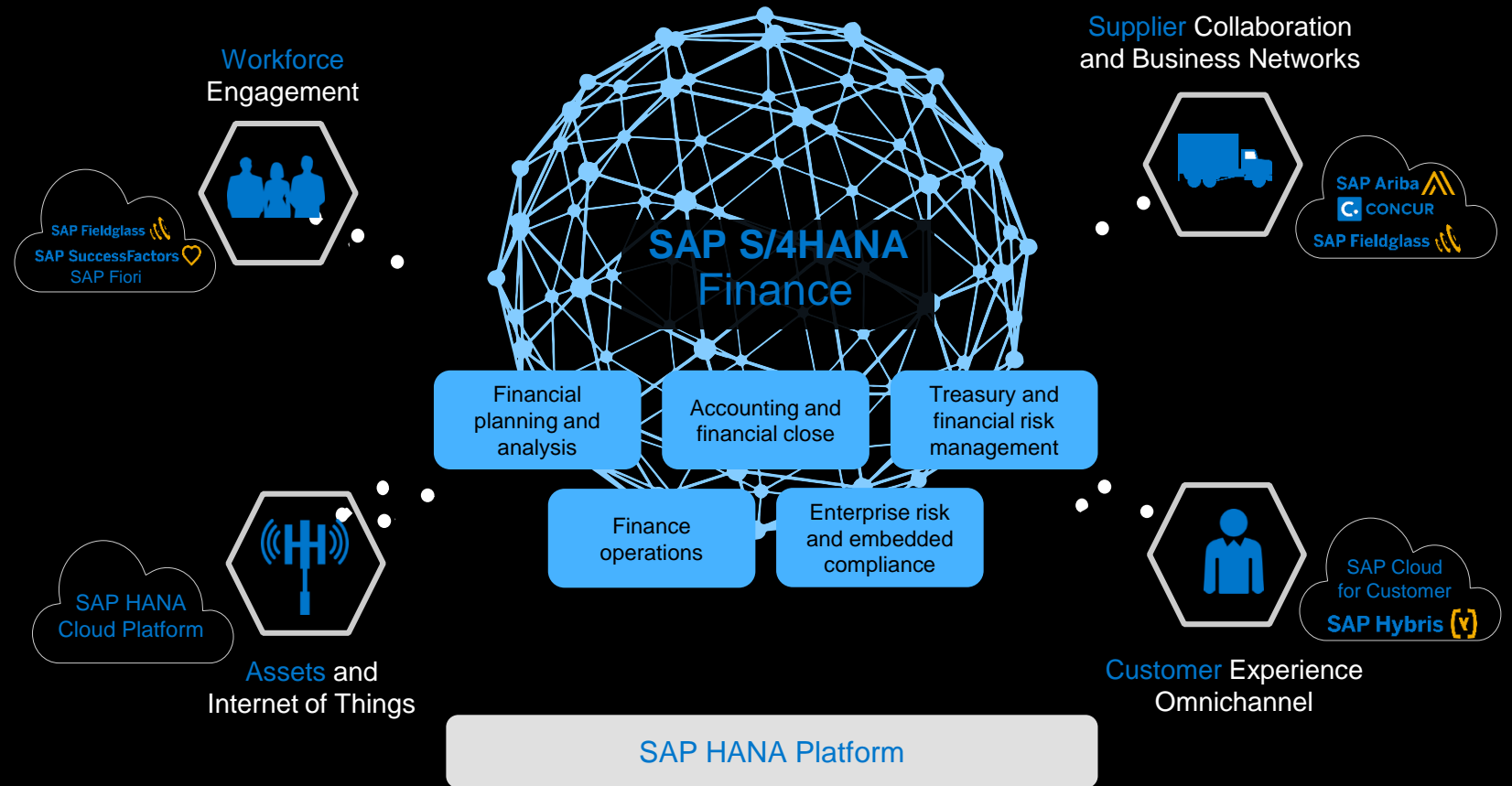


Making faster, better decisions with real-time information

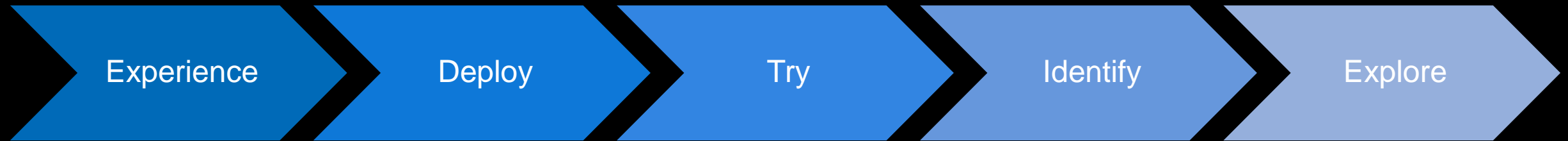
Live Oak is a modern and growing bank using technology to differentiate itself. Learn how SAP Cloud for Analytics is helping it improve internal collaboration, find real-time answers, and achieve faster decision-making.

Go digital with SAP S/4HANA Finance

- Shape new business models for growth
- Collaborate and connect the “live” business
- Be the engine of insight
- Manage risks and ensure compliance
- Optimize and automate processes for maximum efficiency




Get started with SAP journey maps



- Take five steps to identify the scope of SAP S/4HANA Finance, determine your scope, and manage your deployment
- Investigate the nondisruptive ways to move toward SAP HANA in any deployment mode
- [S4hanafinance.sapjourneymap.com/](https://s4hanafinance.sapjourneymap.com/)

For more information

- **Experience the journey map**
<http://s4hanafinance.sapjourneymap.com/>
- **Sign up for the Finance Newsletter**
www.sap.com/finance-newsletter
- **Visit the Web site:** www.sap.com/finance



**HOW DO YOU MANAGE
THE PRESENT WHILE
TRANSFORMING FOR
THE FUTURE?**

Simple. SAP® S/4HANA FINANCE

Reimagine finance for the digital age with a solution that lets you optimize processes, run on-the-fly analysis, and drive massive simplification.



Gracias!