

Global Trends in Co-Innovation

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Public



What is **Innovation**?



Innovation embraces three key principles



Innovation means
turning ideas into invoices



₪ € \$



Co-Innovation reaches even further

Collaborate to Innovate

Build solutions jointly that cannot be built in isolation

Build more powerful solutions

Expand addressable market

Co-Innovation needs a place

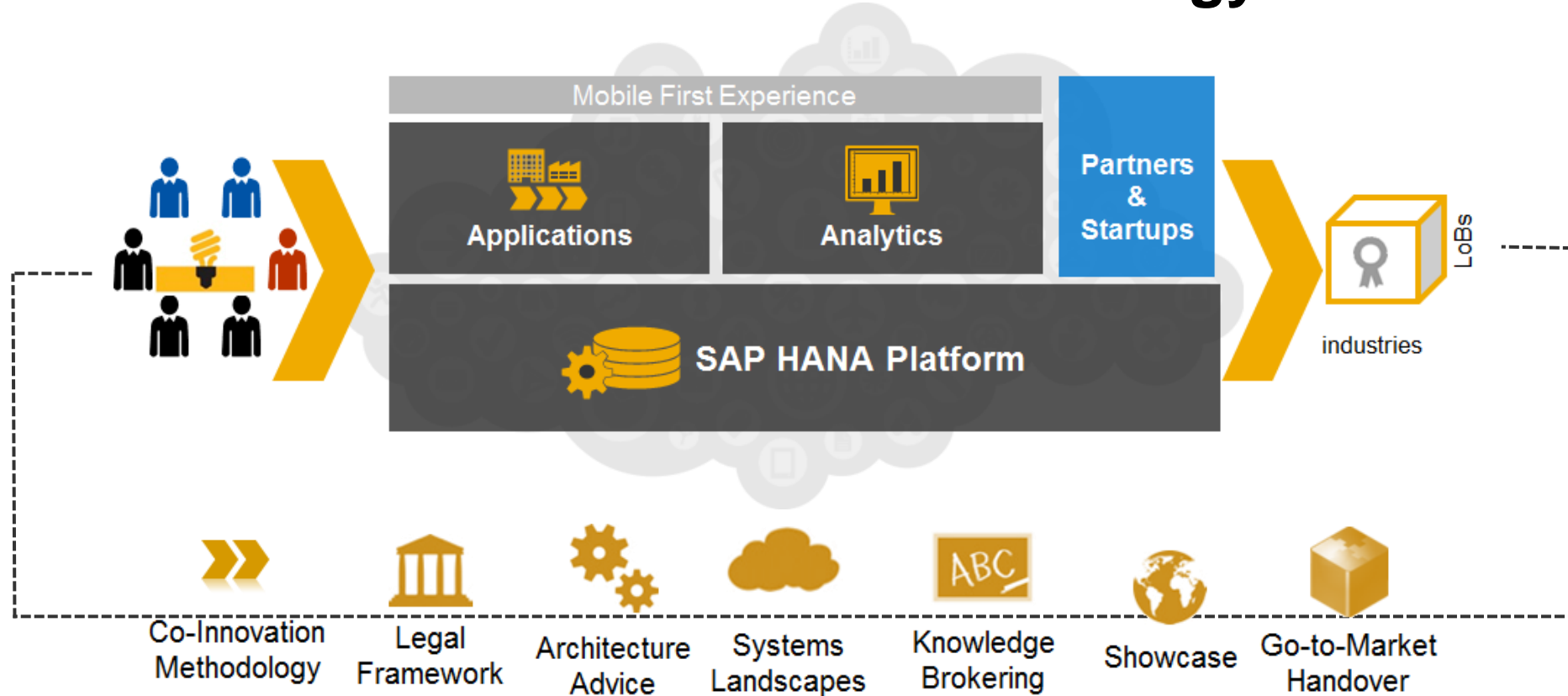
SAP Co-Innovation Lab - Locations



85% regional or local partners

Co-Innovation needs a structured approach

SAP Co-Innovation Lab - Methodology and Services



SAP Co-Innovation Lab (COIL) provides **partners and SAP** with a **structured** and **guided** global approach to **produce innovative solutions** with **shorter time-to-market** at **reduced risk** across the full SAP portfolio.

Trends

Internet of Things

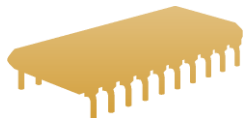
Localization

Cloud



Internet of Things



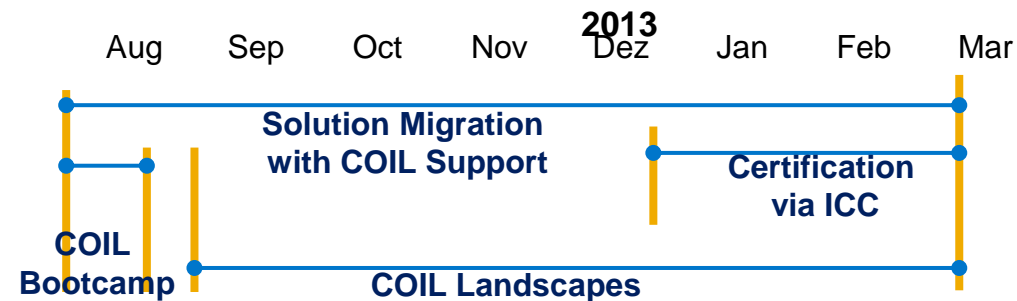


Revenue Intelligence

SAP Co-Innovation Lab Brasil with IBU Utilities

2013

... an energy-theft detection solution. It enables detection and recovery of revenue loss due to theft and fraud on power lines, meters, and from the non-payment of energy bills.

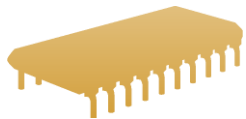


Scaling via a Partner

- **Less than 12-month time to market** with industry-specific and field-proven solution aimed at global revenue assurance opportunities
- SAP HANA migration resulting in **1100+ faster performance** than before

Early Adoption Success

- **1st HANA-App Certification in LATAM** and one of the first globally via the SAP Integration and Certification Center
- **SAP Pinnacle Awards Finalist: "SAP HANA® Application Innovator of the Year"**



Revenue Intelligence

SAP Co-Innovation Lab Brasil with IBU Utilities

2015

Results Up Until Today

- **1st HANA-App Certification in LATAM** and one of the first globally via the SAP Integration and Certification Center, Press Release by [Choice](#)
- **SAP Pinnacle Awards Finalist under "SAP HANA® Application Innovator of the Year"**, Press Release by [Choice](#) & [SAP](#)
- **Major SAP HANA Showcase @ Co-Innovation Day Brazil/ SAPPhire** with various Press Releases by [SAP](#)
- **MM\$ Revenue in South America in 2015**

"SAP COIL was the key to accelerate and simplify the starting of the development of Revenue Intelligence into the SAP HANA and BOBJ platform."

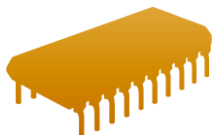


Certification Center

■ **SAP Pinnacle Awards Finalist: "SAP HANA® Application Innovator of the Year"**

Localization





COIL Tax Declaration Framework Initiative on SAP HANA

SAP COIL Brasil with SAP Globalization Services & SAP Brasil

2013

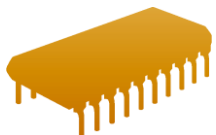
COIL Tax Declaration Framework (TDF) Initiative supports and guides selected partners from the Brazilian ecosystem to develop complementary tax solutions on SAP HANA to the SAP Tax Declaration Framework, to build fully legally compliant solutions for our customers in LAC.

- Brazil has one of the highest tax burdens worldwide (2013: 38.9% of GDP)*
- It is a **serious challenge to comply with the complex fiscal regulations**. At the same time, Brazil now introduced SPED (electronic bookkeeping) and NF-e (electronic invoicing) to have **full, near real-time transparency** on compliance
- Therefore, Globalization Services developed SAP TDF on SAP HANA to mitigate financial risk of unintended incompliance
- **Specialized partners develop complementary tax solutions on SAP TDF to fully comply with legal requirements.**

Engaged Partners



*<https://www.cia.gov/library/publications/the-world-factbook/fields/2221.html>



COIL Tax Declaration Framework Initiative on SAP HANA

SAP COIL Brasil with SAP Globalization Services & SAP Brasil

2015

COIL Tax Declaration Framework (TDF) Initiative supports and guides selected partners from the Brazilian

Results Up Until Today

- Brazil has
- It is a seri (electronic
- Therefore
- Specializ
- **1st major use case for SAP HANA** and has been key for driving HANA adoption in Brazil, since product launch, see [Press Release by SAP](#)
- **YTD, over 30 customers and 11 active partners** developing complementary fiscal solutions. Increasing Pipeline, see [Latest News](#).
- **MM\$ Deals** closed in 2014, and already in Q1/2015

“The Co-Innovation Lab is composed of fast, enthusiastic and creative experts. Together we are able to scale up our developments to a whole new level.”

Engaged



*<https://www.cia.gov/library/publications/the-world-factbook/fields/2221.html>

Cloud

Introducing SAP HANA Cloud Platform

Unique platform-as-a-service to build unprecedented solutions in the cloud

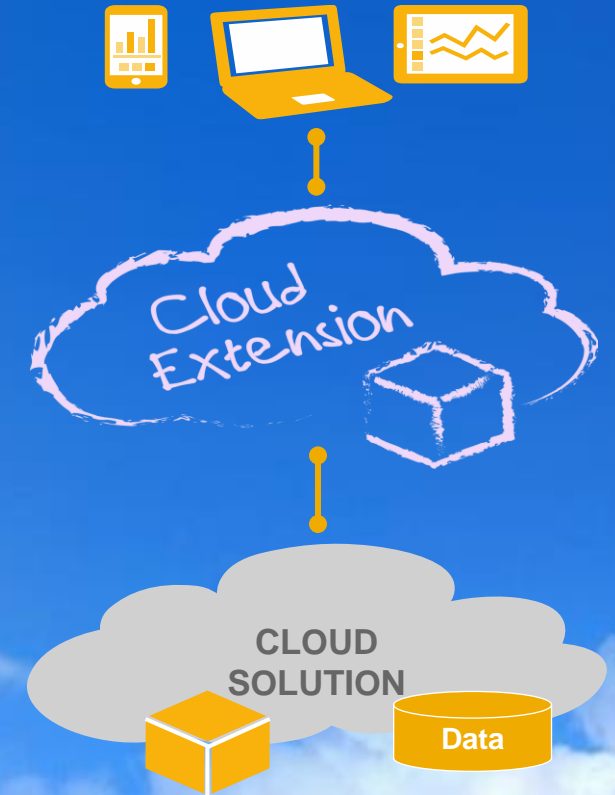
New Cloud Apps



On-Premise Extensions



Cloud Extensions

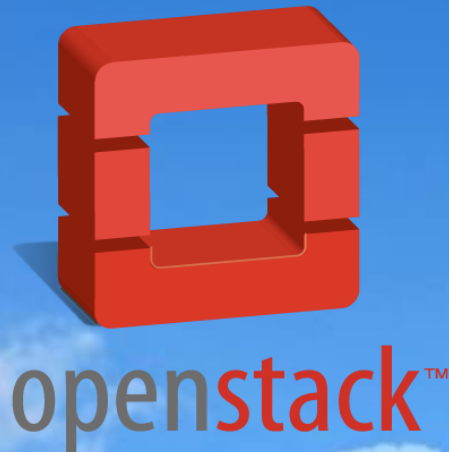


SAP HANA Cloud Platform

Supporting and leveraging open source platforms



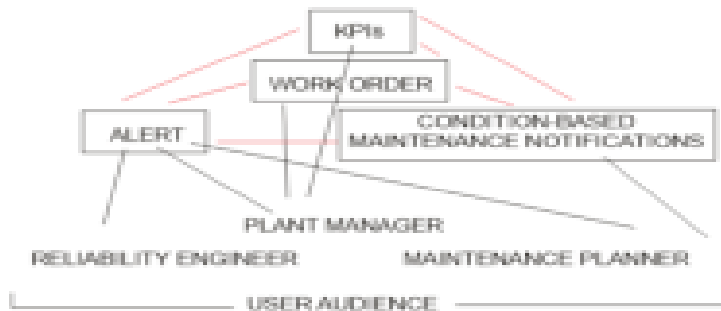
SAP is contributor at Cloud Foundry



SAP is contributor at the OpenStack foundation

Operational Integrity Solution for Oil & Gas Industry

MTELL, ROLTA and SAP in COIL Silicon Valley



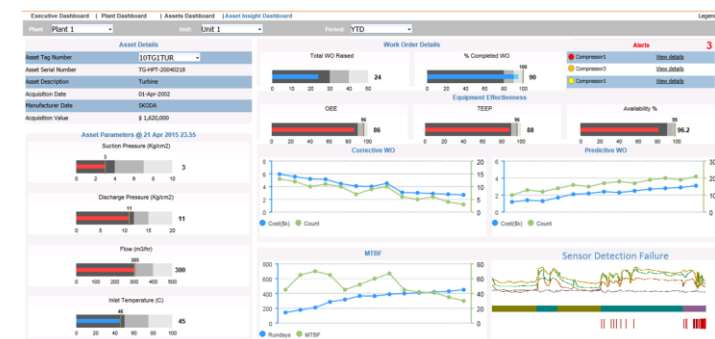
Partner Facts

- Rolta, existing OEM partner for SAP including OneView™ Dashboard solution
- Mtell, emerging and now SAP HANA certified partner to bring machine learning to SAP Hana IoT
- SAP O&G IBU, validation of core requirements and primary architect for partner Strategy for O&G Ops Integrity solution

Project Activities

- 3 day design thinking workshop with MTELL, Rolta and an O&G customer
- COIL Kickstarter contract establishes agile co-innovation framework
- COIL and project team leadership engaged with SAP partner program stakeholders to develop and execute IoT GTM strategy
- Establishing landscape framework with HCP IoT team to evolve output for an HCP IoT solution

Assets Insight Dashboard



Solution

- Machine Intelligence underscoring Prescriptive Asset Integrity Management
- Rolta OneView™ for visualizing collective intelligence to a single dashboard

Reduced risk in 3 key areas

- Safety of employees and the public,
- Environmental
- Financial risk from items such as product quantity and quality

\$ € ¥

- Addressable predictive maintenance market of \$5.3B
- On target for solution to capture Oil&Gas market share
- Strong IBU forecast for 2015; expanding pipeline of opportunity

Revolutionary IoT Solutions for the Connected Mine

Illumiti, Vandrico & SAP in COIL Silicon Valley



Partner Facts

- Illumiti is an existing Gold VAR partner for SAP with strong experience in the Mining Industry
- Vandrico, startup and new SAP partner opportunity with its CANARY solution focusing on 2 way safety communications with wearable devices in mining and related industries
- SAP Mining & Metals IBU, endorsed the use case and partners

Solution

- Intelligent Real-time Messaging and situation awareness in the Mine
- Help people inside a mine to identify and respond appropriately to dangerous situations?
- Packaged software solution ready for GTM after 90 day cycle at COIL
- Extensible, expandable to add predictive and prescriptive analytics and leverage future wifi and other network communications and wearables

Project Activities

- 3 day Design Thinking workshop with Illumiti, Vandrico, with strong inputs and participation from mining customers
- COIL Kickstarter contract establishes agile co-innovation framework
- Hybrid COIL and HCP landscape framework for HCP IoT team
- Project output directed at parallel GTM discussions
- Conference and customer events as anchors to maximize client engagement and “use case” identification through the completion of discovery days

\$ € ¥

- Targeting customers and prospects in mining (30+ mines)

**More examples of successful Co-Innovation
from Russia and the world
throughout the day**



Co-Innovation

Connect. Transform. Reimagine.





Enjoy Co-Innovation Day!

Rudolf Held, SAP SE
SAP Co-Innovation Lab

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