

Business Web –

# The World is Changing

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- The **global technology research and innovation unit** of SAP.
- **19 research locations** worldwide with **700 employees**.
- **Seven thematic research practices**, a **prototyping group** and a **business incubator**.
- A network of more than **800 partners** from **industry and academia**





**> 750 Million\***

people are members of  
social networking sites

THE WORLD IS CHANGING



72%

say it is easier to **locate**  
“**knowledge**” on the  
**web** than on IT systems

THE WORLD IS CHANGING



**50%**

of profits of large companies  
come from products **launched**  
in the last 10 years.

THE WORLD IS CHANGING

Source: research conducted by Forbes, Ernst & Young, and the Wharton School of Business

# Trends in Enterprise Computing

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## **Business Network as the Model**



Businesses are moving away from static supply chains towards **adaptive and dynamic value networks formed through collaboration.**

## **Everything as a Service**



Business activities from mainstream industries will move into the Internet of Services and will be presented as the **next wave of consumable services.**

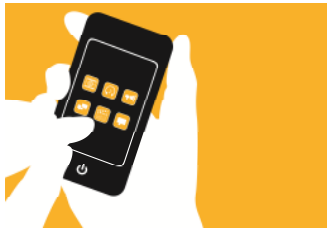
## **Internet of Things**



**Massive volumes of information from intelligent and connected things** will change the way businesses and consumers interact.

# Technology Disruption

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**Enterprise  
Mobility**

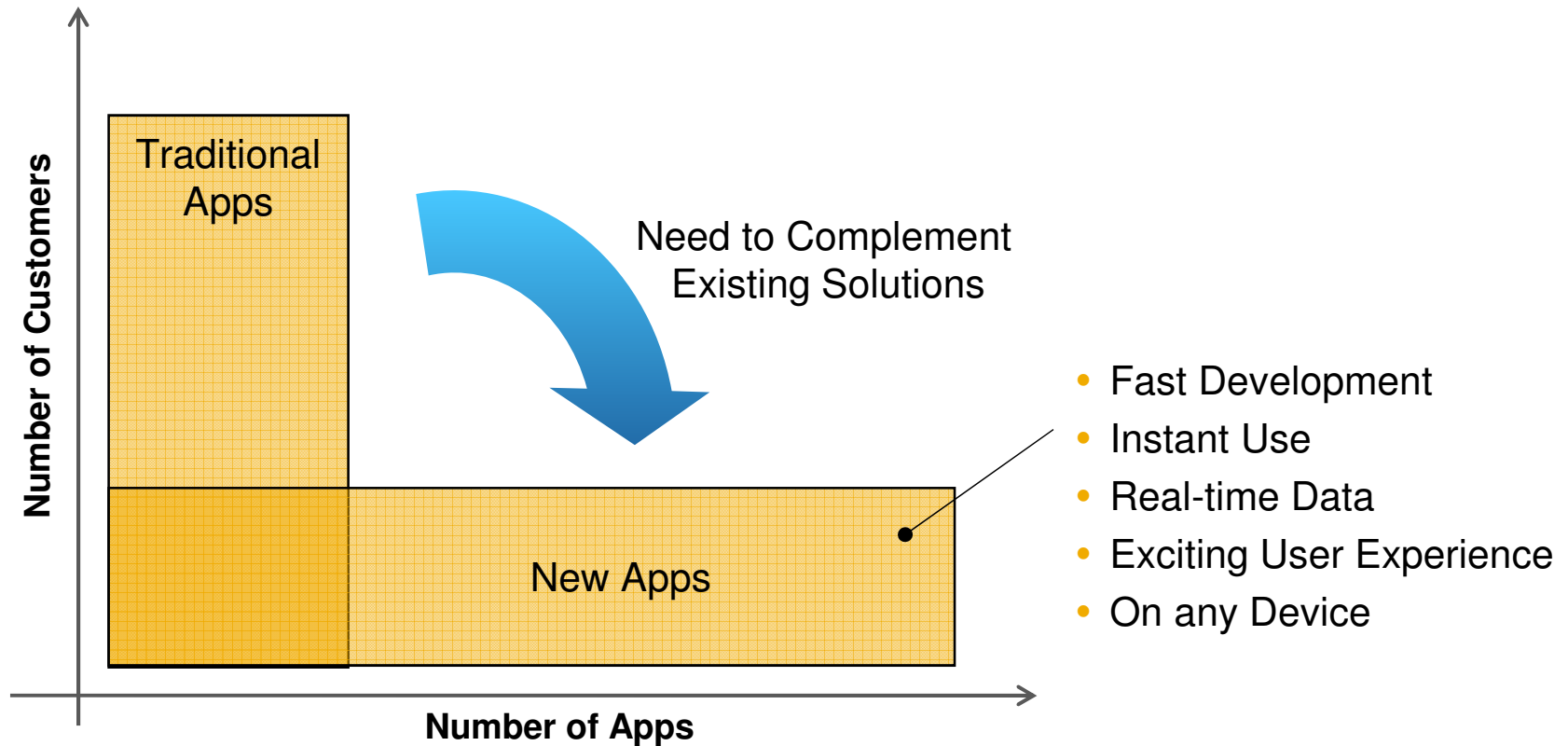


**In-Memory**



**Cloud  
Computing**

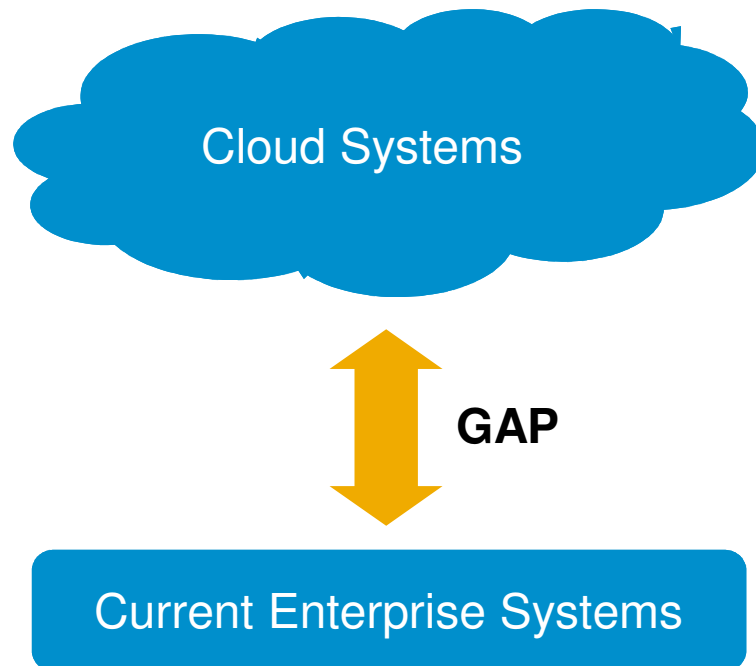
# The Application Market is Shifting





# The Inflection in Enterprise Software

The Emergence of the Cloud indicates the need for new “Systems of Engagement”\*



## Emergent Needs

Mobility

Big Data

New User Experience

Elastic

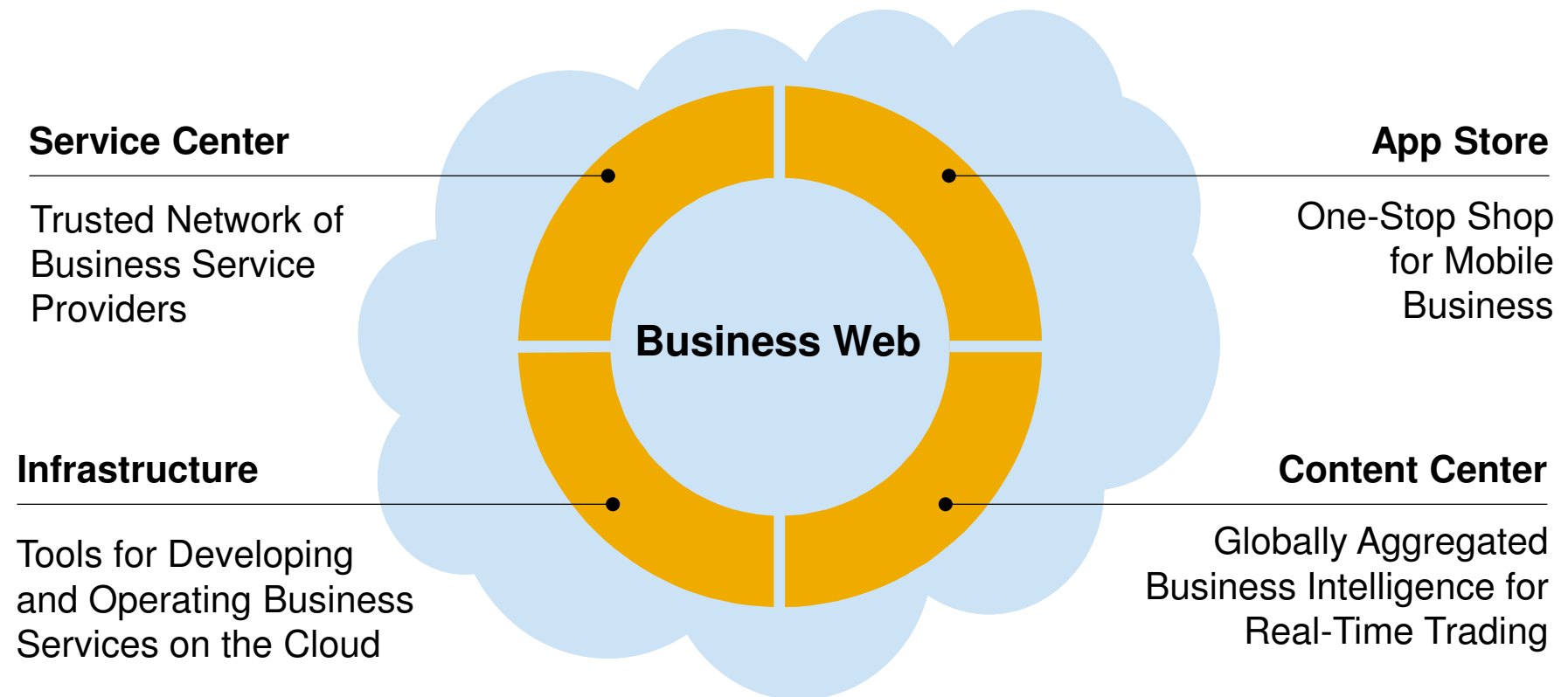
Social

Internet of Things

\* Enterprises Shifting from 'Systems of Record' to 'Systems of Engagement'. Geoffrey Moore, The Future of Enterprise IT, Innovation Conference, June 2011

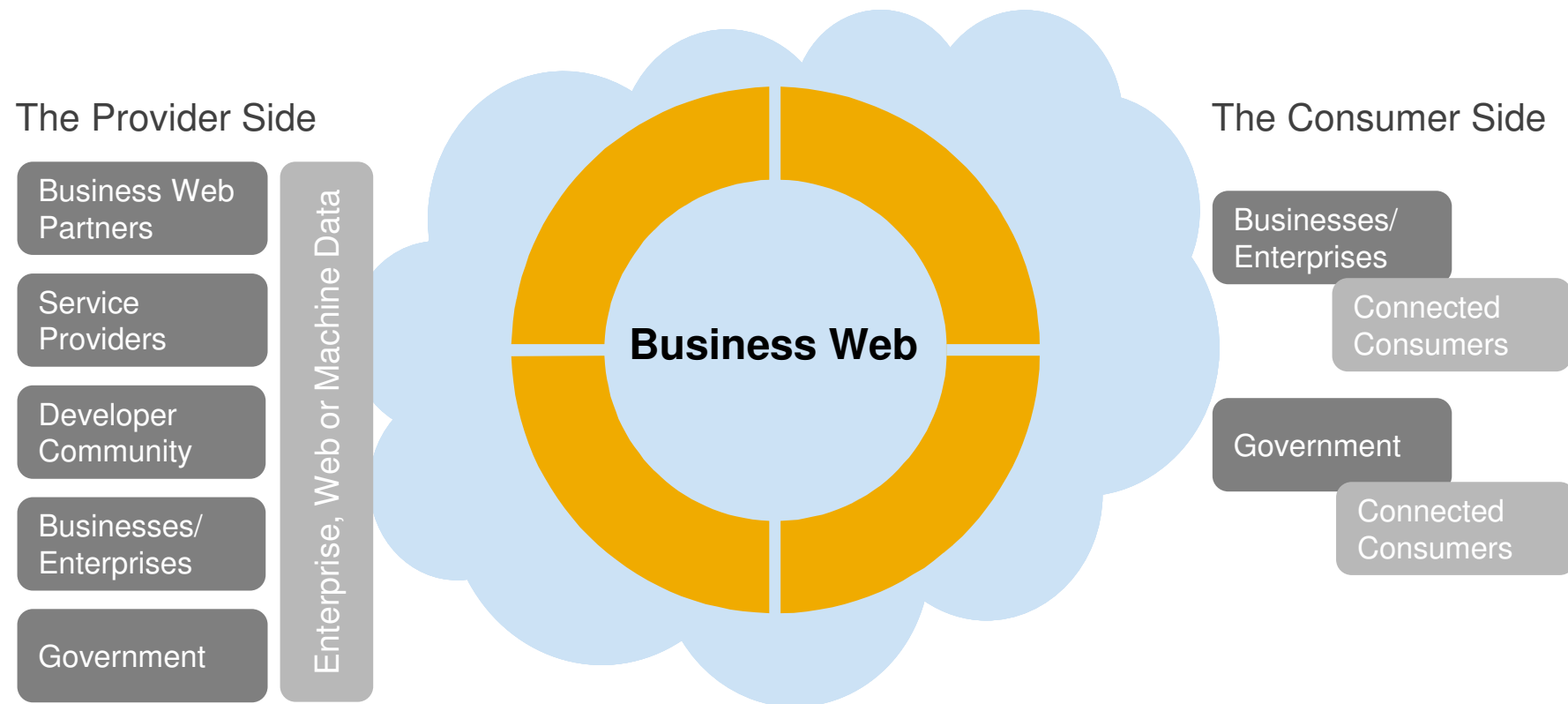
# Business Web: A True Business Cloud for the Enterprise

The Business Web is a **cloud-based business environment** that provides access to the necessary infrastructure, applications, content, and connectivity to deliver **end-to-end business services** optimized for **mobility** and ease of participation.

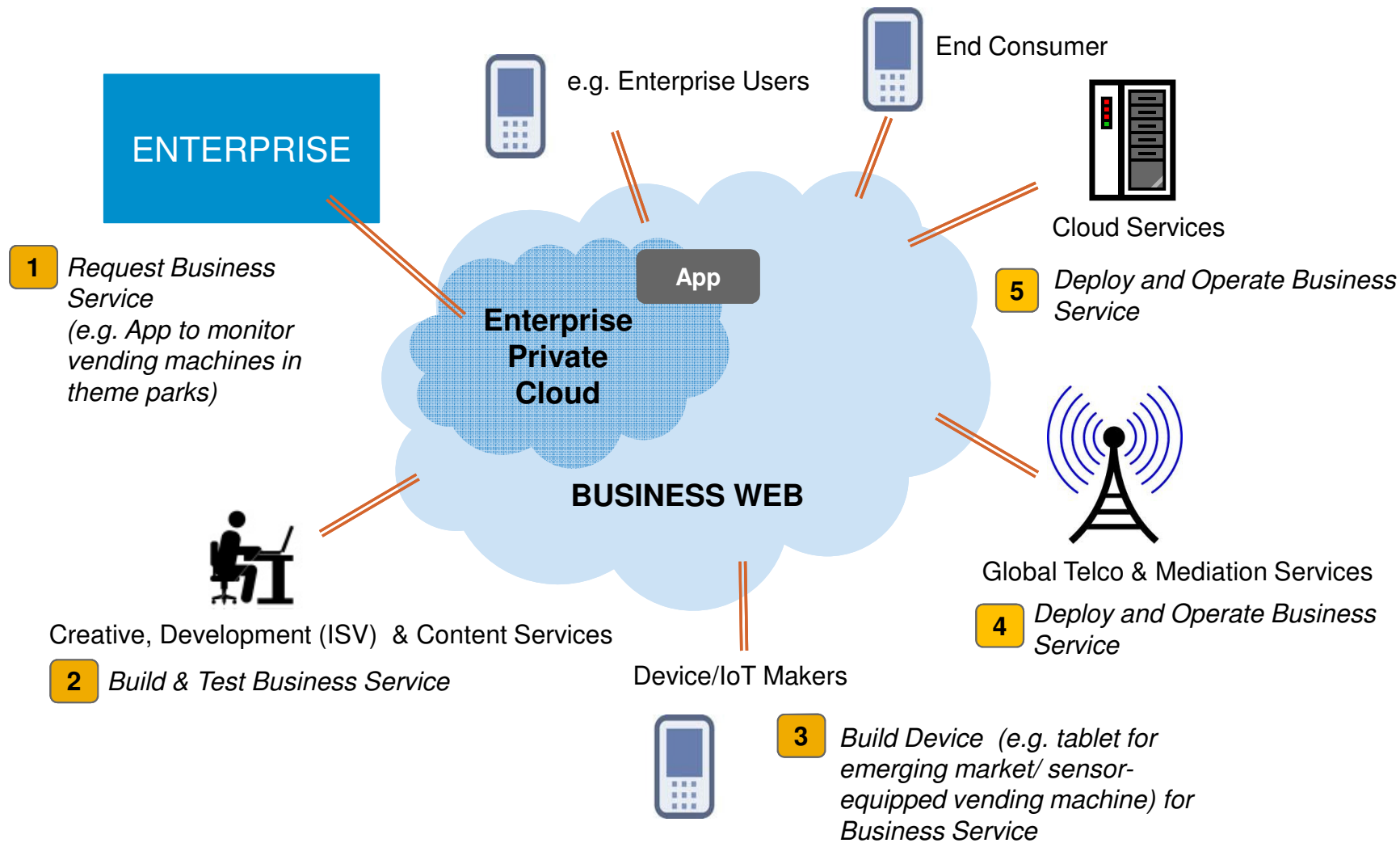


# Business Web: Marketplace and Business network

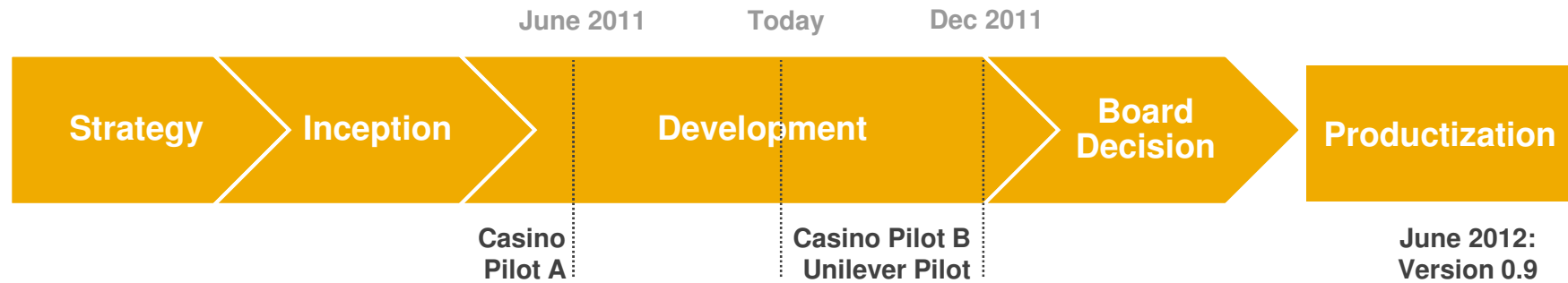
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# Demand & Supply on the Business Web



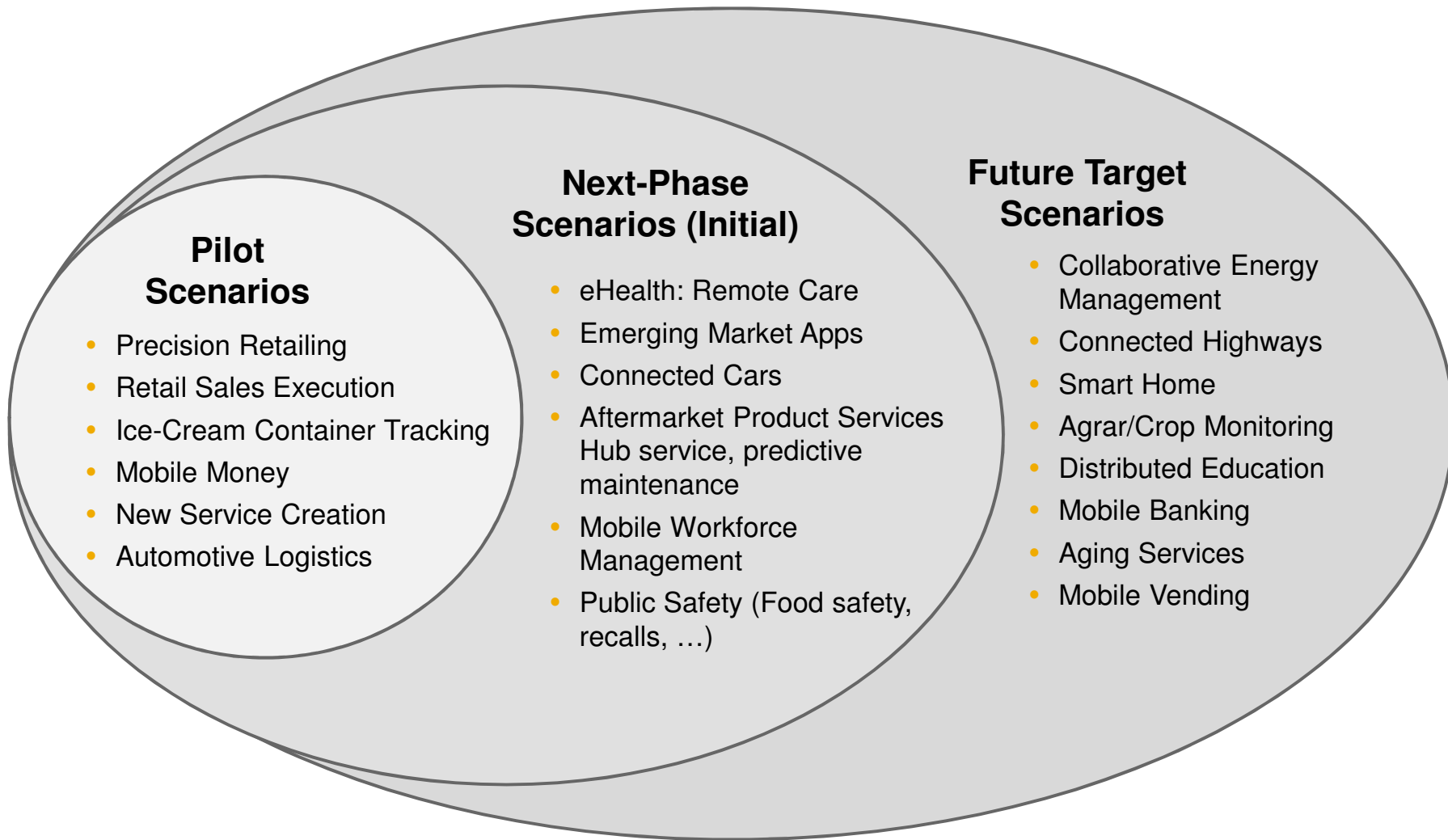
# Business Web Timeline & Structure



**Partners** SAP, HP, Intel, GlobalLogic, Ericsson, Deutsche Telekom

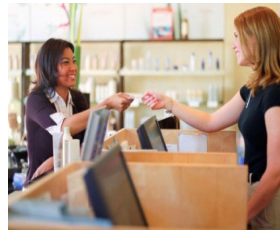
**Adopters** Unilever, Casino

# Business Web: Roadmap of Pilot Scenarios



# Precision Retailing

**Consumer**  
Receives rich product info  
and special offers



**Retailers & CP's**  
Understand Consumer  
Shopping Context

**Personal Shopping  
Assistant**



Personalized information in real-time  
before a purchasing decision is made

**Marketing Platform to  
Inform & Analyze**



- Find the right product and services
- Get better value for money
- Save time shopping



**Legacy Systems & New Services**

Access information needed to increase  
personalization level

- Create real-time, 1-to-1 relationship with consumers
- Enable up-sell & cross-sell activities, digital couponing
- Collect rich information on consumer behavior

# Supporting Very Small Businesses



## Huge Market

- Millions of very small enterprises
- Such as a plumbers in South Africa, shop owners etc.

## Requirements

- Very cost sensitive
- Mobile device as only computer
- Business in your pocket

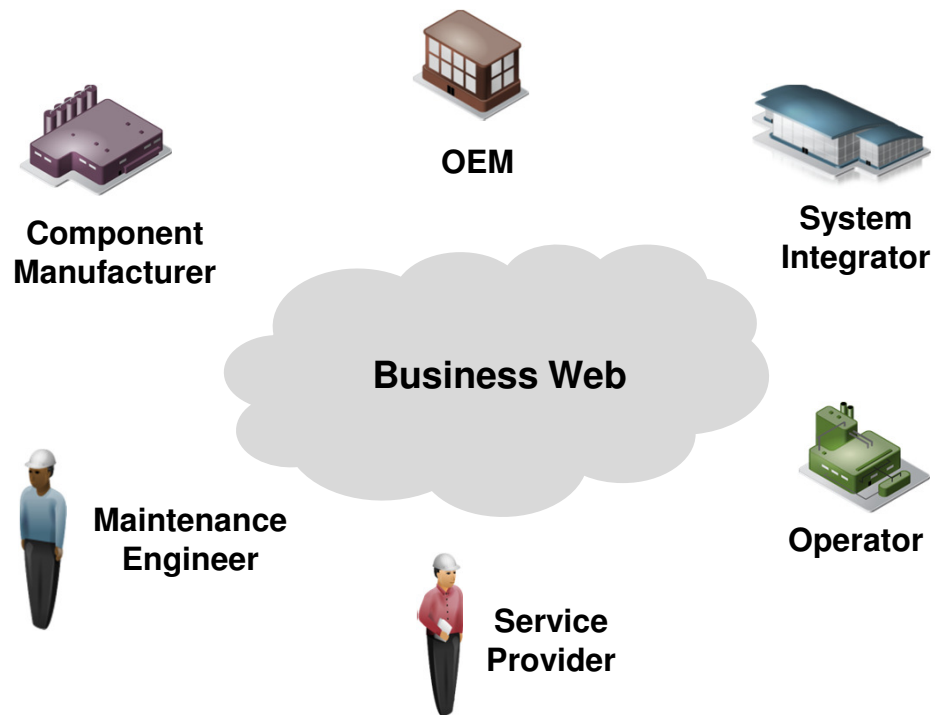
## Adressed Needs

- Manage jobs
- Manage customers
- Easily procure supplies
- Do simple invoicing and payments
- Do simple cash flow management



# Product Services for Manufacturing Equipment

## Global Predictive Maintenance



- Complex business networks
- Information hub for machine and business data (M2B, M2M)
- New cross-company business models

# Some Research Topics

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## **Managing Complexity**

- Data sources & target platforms
- Platform independent development
- Management of embedded software

## **Security & Trust**

- Cross organization
- “Sticky Policies”

## **User Interfaces**

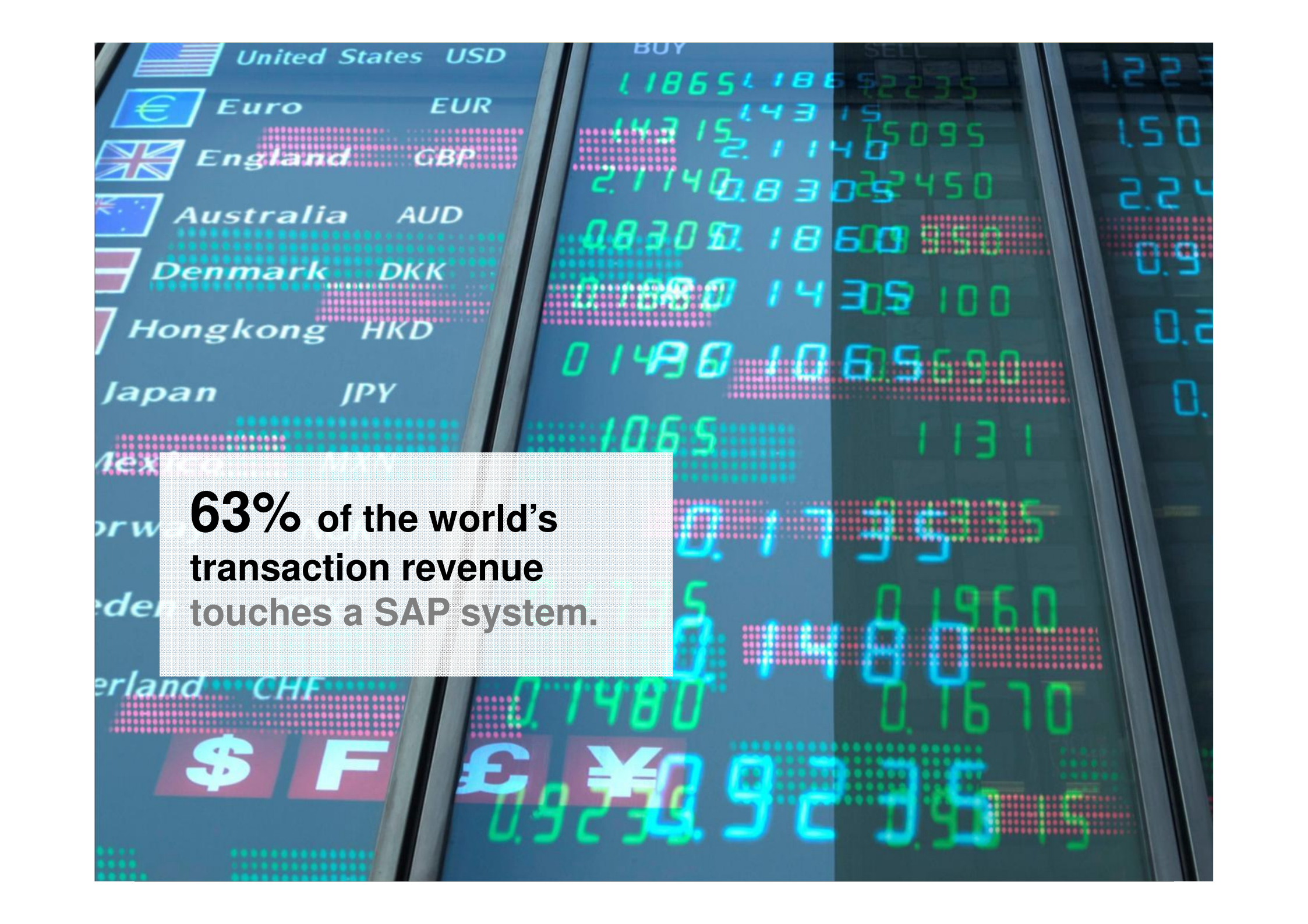
- From raw data to meaningful information
- Intelligent user support
- New interaction paradigms

## **Interoperability**

- Service Description (USDL)

## **Business Model**

- Product-Service-Systems
- Network provisioning (MVNO)



**63%** of the world's transaction revenue touches a SAP system.



# Thank You!

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