



Human-Centered Approach to Innovation

From ideas to business value at scale

CHANGE is happening everywhere

80%

of processes and products will be reinvented, digitized, or completely eliminated by 2020

50%

of companies on the S&P 500 will be replaced in the next 10 years.

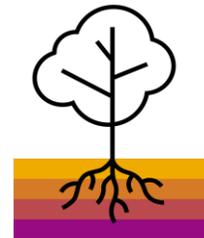


Enterprises must innovate to thrive

EXPECTATIONS for innovation are clear



Deliver **business & end-user value-led solutions**, instead of technology-led solutions



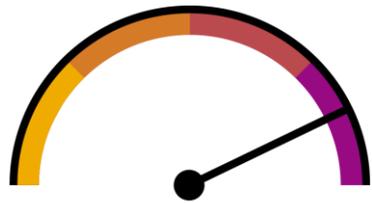
Ensure investments in technology **enable businesses to grow**, rather than maintaining the status quo



Provide solutions that deliver **business value at scale**, not prototypes that go unused

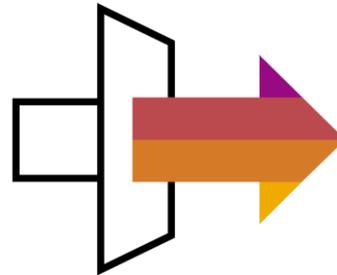
WHY enterprises innovate

ACHIEVE GREATER
PRODUCTIVITY &
PERFORMANCE



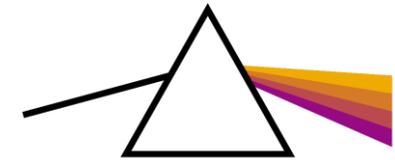
OPTIMIZE
existing processes

CAPTURE NEW
SOURCES OF VALUE



EXTEND
current business
processes

BUILD A BETTER
FUTURE



TRANSFORM
value chains, business
models or culture

WHAT we offer

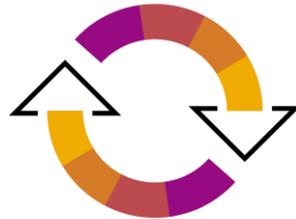
We help you to innovate across your business

User Experience Innovation



Improve your customer's experience and employee's productivity

Processes Innovation



Pinpoint high-value areas for business process transformation

Business Model Innovation



Identify new business opportunities and create new business models

Innovation Culture



Establish a culture of innovation in your company



TRUSTED PARTNER for end-to-end innovation

Envision a bold future

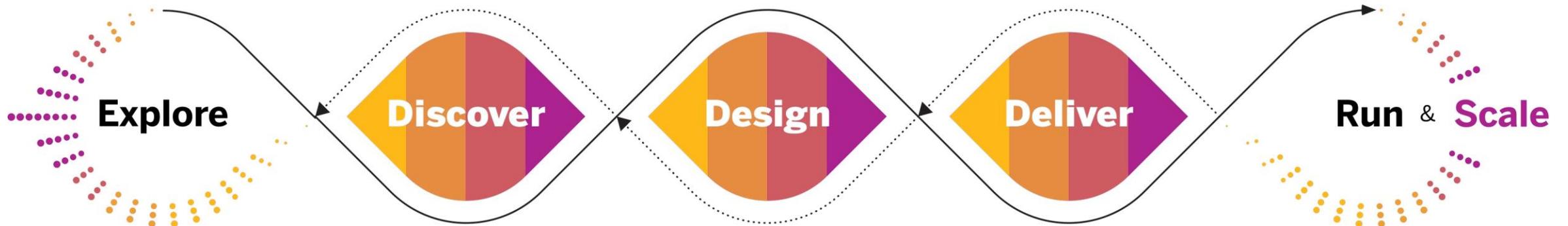
with new and disruptive innovations that
address your specific business needs

Bring your concepts to life

with high-value solutions
built by SAP experts

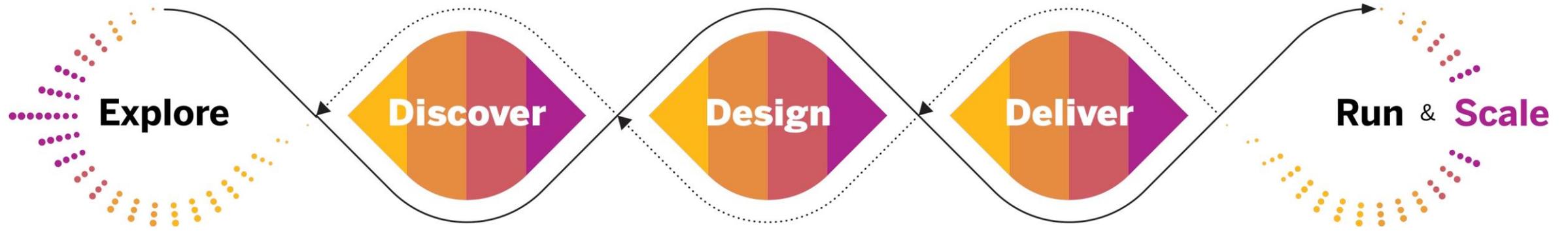
Thrive with confidence

assured your mission-critical
software is backed by the
power of SAP



HOW to innovate

Delivering clear outcomes in every phase



Explore innovation opportunities

Outcome

- Multiple innovation opportunities
- Prioritized use cases

Gain deep understanding of needs and opportunities via consumer, employee and market research

Outcome

- Common understanding of the current environment and the challenges / opportunities
- Aligned stakeholders
- First insights to overcome the challenges

Design and create a prototype of the solution

Outcome

- A prototype validating the viability, desirability and feasibility of the solution.
- Enterprise architecture design
- Commercial proposal

Develop and deliver the tailored business and technical solution for productive use

Outcome

- Productive solution synchronized to SAP roadmap
- Deployed in cloud, on-premise or hybrid environments and on any device

Run the solution and optimize it continuously. Deploy across your company.

Outcome

- Smooth operations and continuous optimization
- Solution maintained with available support options
- One support infrastructure for standard and tailored solutions
- Productive solution deployed across markets and regions

HOW to innovate

THE FSDV is at the heart of how we drive ideas from inception to scale

Viability

Defines the commercial case for the idea and how it will generate new revenue and business impact.

Feasibility

Evaluates the technical and regulatory feasibility of the solution and how it will be delivered.

Scalability

Evaluates and defines how the idea will be scaled, both from a technology and business perspective.

Desirability

Defines the consumer value proposition, what makes it attract to the end user and how they will get value.



VALUE to you

HUMAN CENTERED

Places people at the center of every engagement.

BUSINESS FOCUSED

Addresses both your technology and business innovation needs

AGILE

Creates value early and often to achieve a faster path to productivity and adoption.

END-TO-END

Covers the complete innovation journey – from initial idea to live solution – across all SAP touchpoints

INTEGRATED & ALIGNED

Ensures integration with standard solutions and alignment with product roadmap.

SUPPORTED

Mitigates risk with same approach to support and operation as your standard SAP solution



Backed by the power of a truly global organization of business & technology experts



Human-Centered Approach to Innovation **in Action** COSTCO

COSTCO

Wholesale

Bakery production forecasting



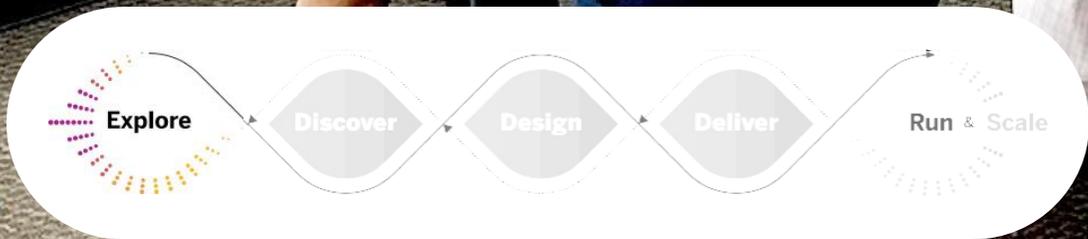
Reduce waste while continuing to increase sales.



Automate a paper-based planning process, supported by a machine learning forecast.

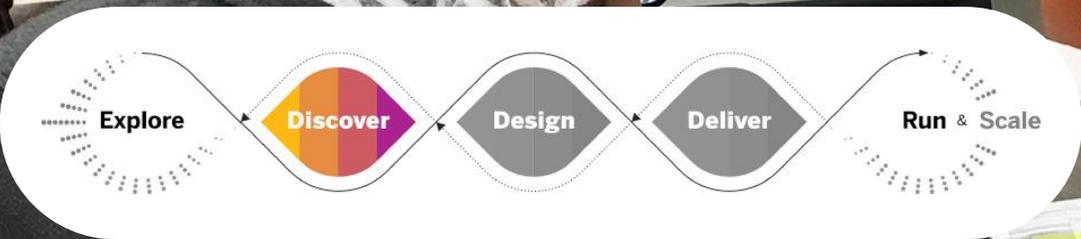


EXPLORE: Identified Costco's top use cases

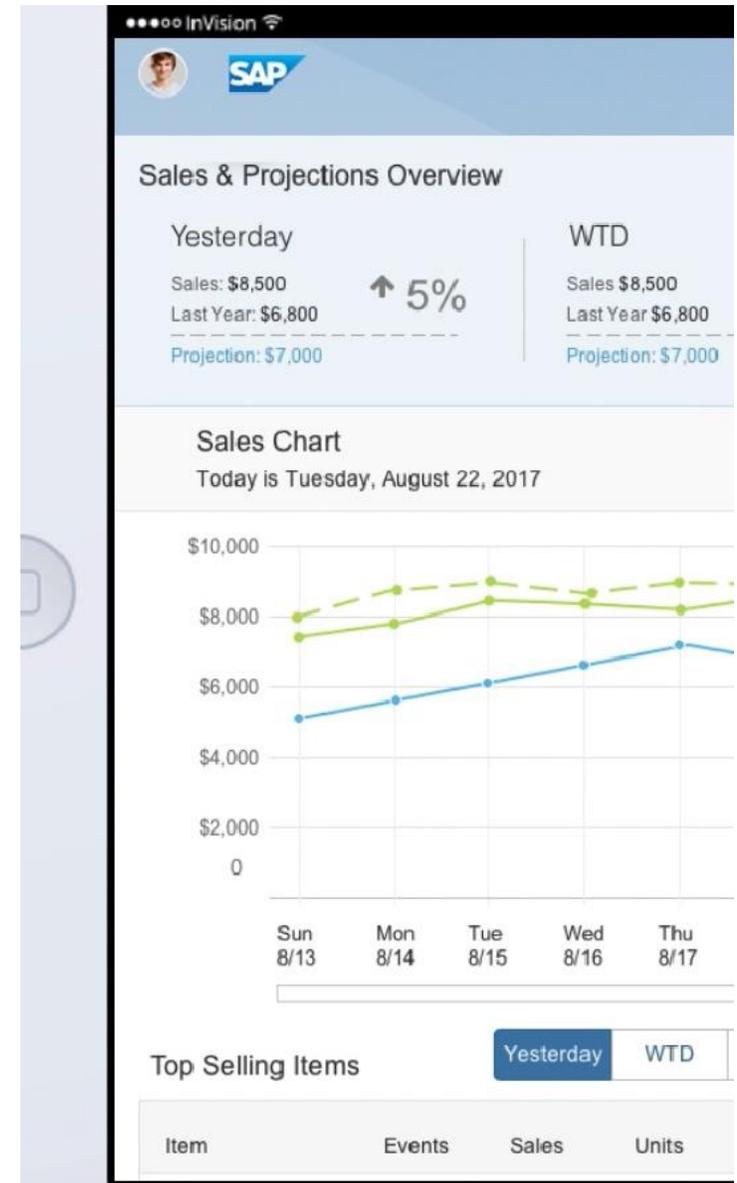
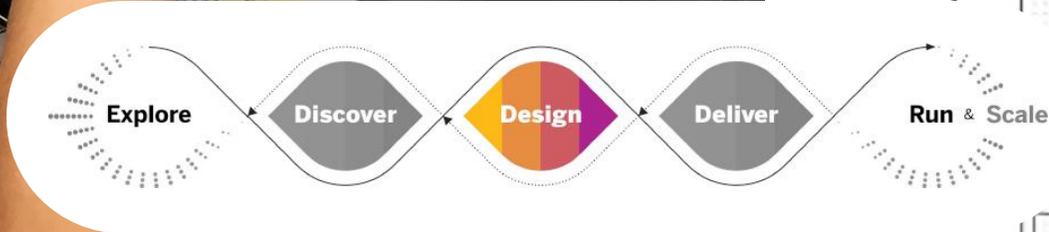
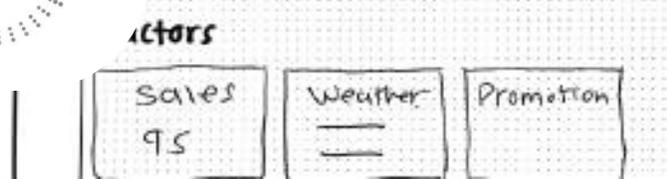
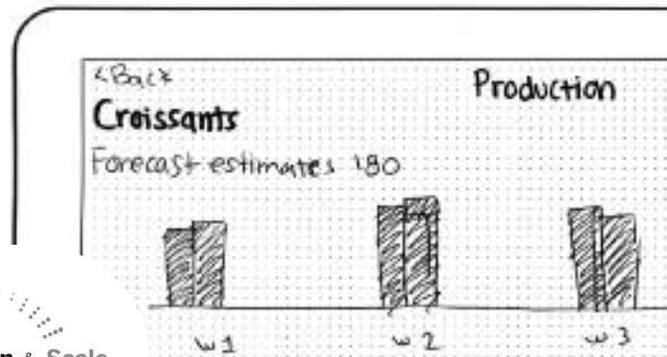
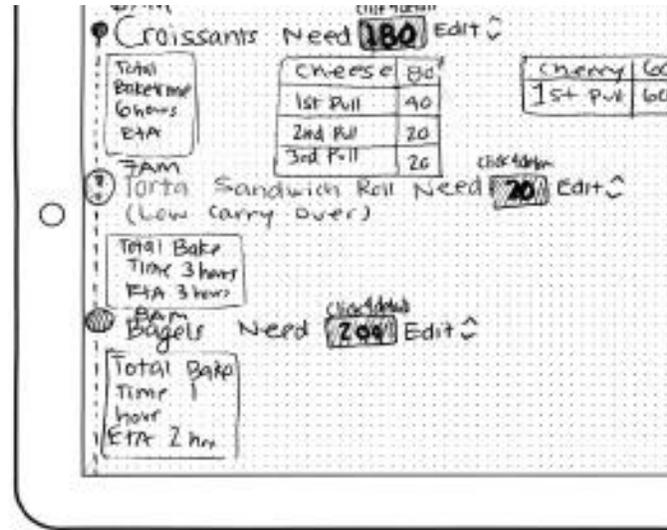
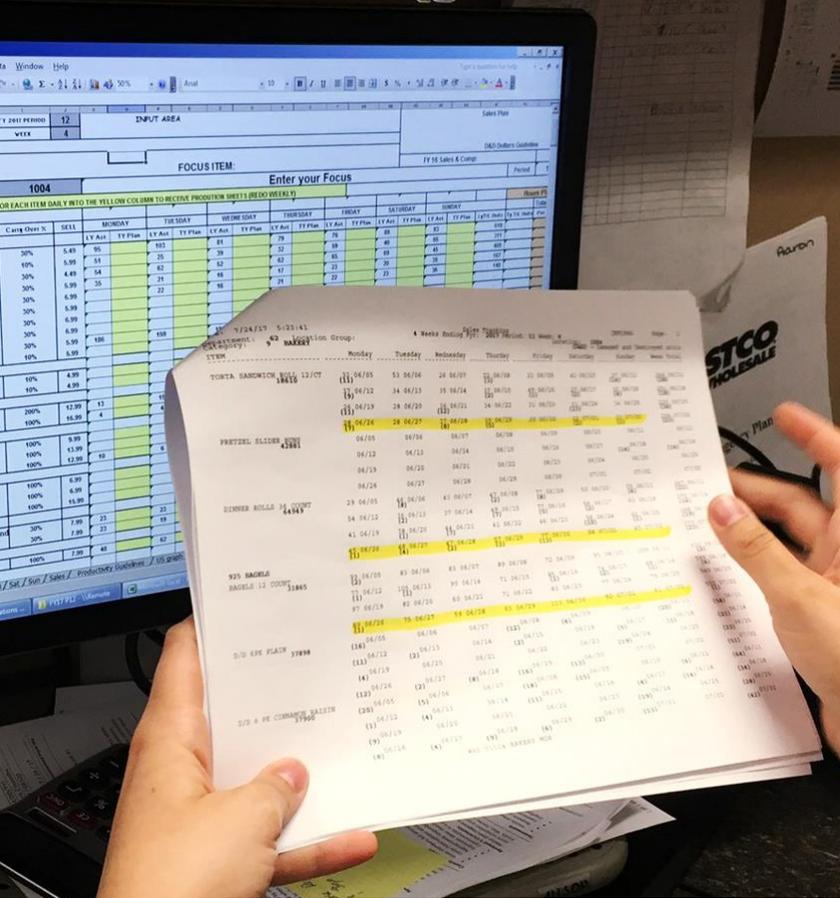


DISCOVER:

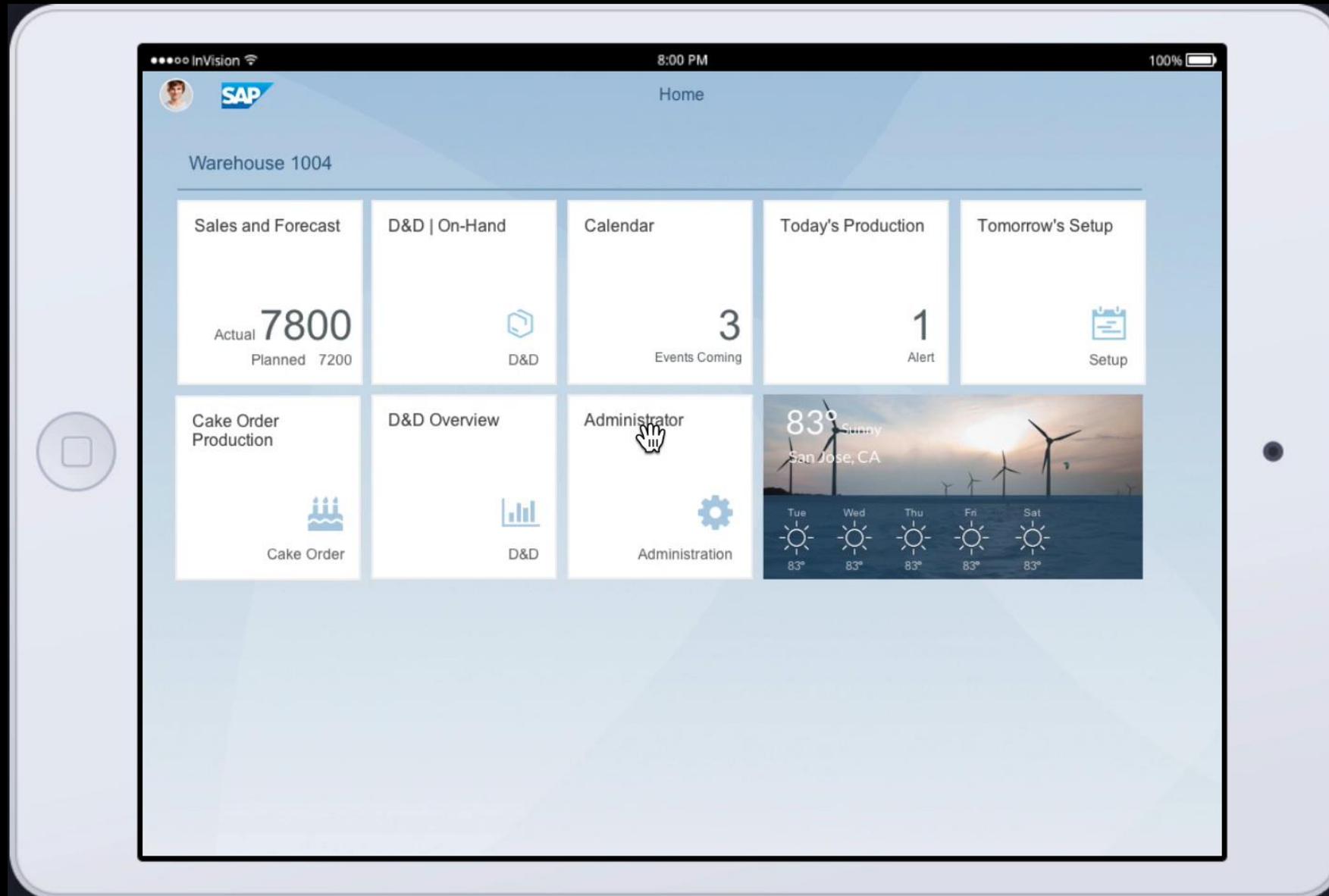
Observed the needs of bakery managers



DESIGN: Evolved from ideas and sketches to prototypes



DESIGN: Collected user feedback via clickable prototype

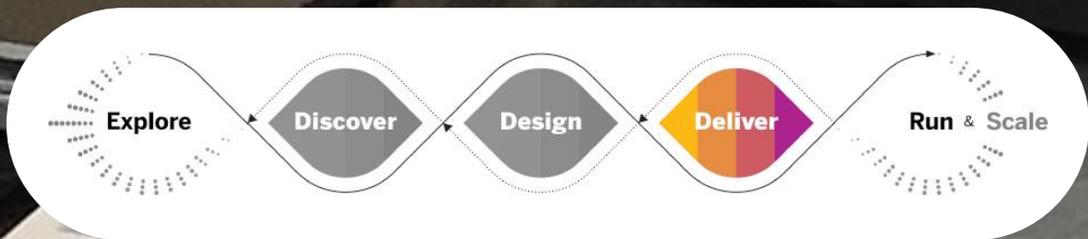


DELIVER: Created a technical proof of concept and went live with a pilot

Tomorrow's Set Up

Mix of Set up for Breads

Item	Projected	Projected (+ Carry Over)	Adjustment (+/-)	Need	Actual Set up	Status
Mulligan 2 Pack	9	11	2	6	8	<input type="checkbox"/>
Rousted Garlic Parmesan	3	3	0	3	3	<input type="checkbox"/>
Country French 2 Pack	10	13	3	10	10	<input type="checkbox"/>
Cheesocakes						



COSTCO's **benefits**

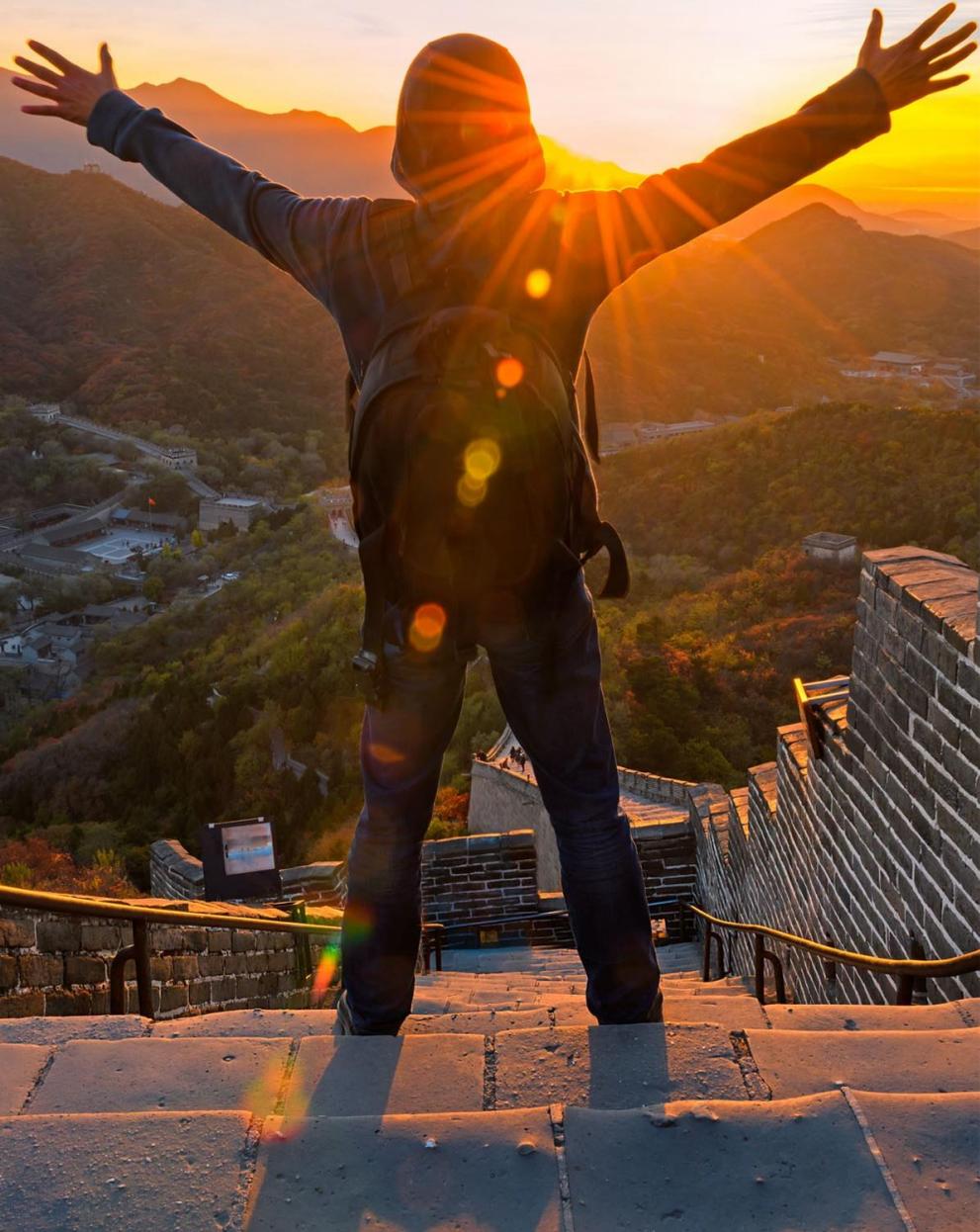


Simplification of processes for entire bakery team by automating most of the **error-prone daily calculations with a digital solution**



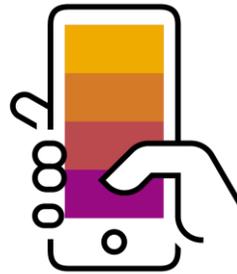
The **machine learning forecast outperformed** a top performing bakery manager **by 5%**.

TAKE THE NEXT STEP to make your innovation real

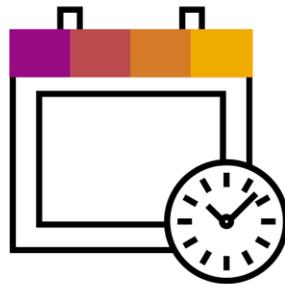


Visit us online

www.experience.sap.com/designservices/offerings



Contact your local
sales representative
to get started



Schedule an
explore workshop with your
sales representative

Follow us



www.sap.com/contactsap

© 2019 SAP SE or an SAP affiliate company. All rights reserved.

No part of this publication may be reproduced or transmitted in any form or for any purpose without the express permission of SAP SE or an SAP affiliate company.

The information contained herein may be changed without prior notice. Some software products marketed by SAP SE and its distributors contain proprietary software components of other software vendors. National product specifications may vary.

These materials are provided by SAP SE or an SAP affiliate company for informational purposes only, without representation or warranty of any kind, and SAP or its affiliated companies shall not be liable for errors or omissions with respect to the materials. The only warranties for SAP or SAP affiliate company products and services are those that are set forth in the express warranty statements accompanying such products and services, if any. Nothing herein should be construed as constituting an additional warranty.

In particular, SAP SE or its affiliated companies have no obligation to pursue any course of business outlined in this document or any related presentation, or to develop or release any functionality mentioned therein. This document, or any related presentation, and SAP SE's or its affiliated companies' strategy and possible future developments, products, and/or platforms, directions, and functionality are all subject to change and may be changed by SAP SE or its affiliated companies at any time for any reason without notice. The information in this document is not a commitment, promise, or legal obligation to deliver any material, code, or functionality. All forward-looking statements are subject to various risks and uncertainties that could cause actual results to differ materially from expectations. Readers are cautioned not to place undue reliance on these forward-looking statements, and they should not be relied upon in making purchasing decisions.

SAP and other SAP products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of SAP SE (or an SAP affiliate company) in Germany and other countries. All other product and service names mentioned are the trademarks of their respective companies.

See www.sap.com/copyright for additional trademark information and notices.

