

# Innovation vue par ... SAP

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Product Security Research

Product & Innovation | Architecture, Communication, Education and Security

Telecom Valley - February 2014







# 1972 : Can we use a computer to do that ?

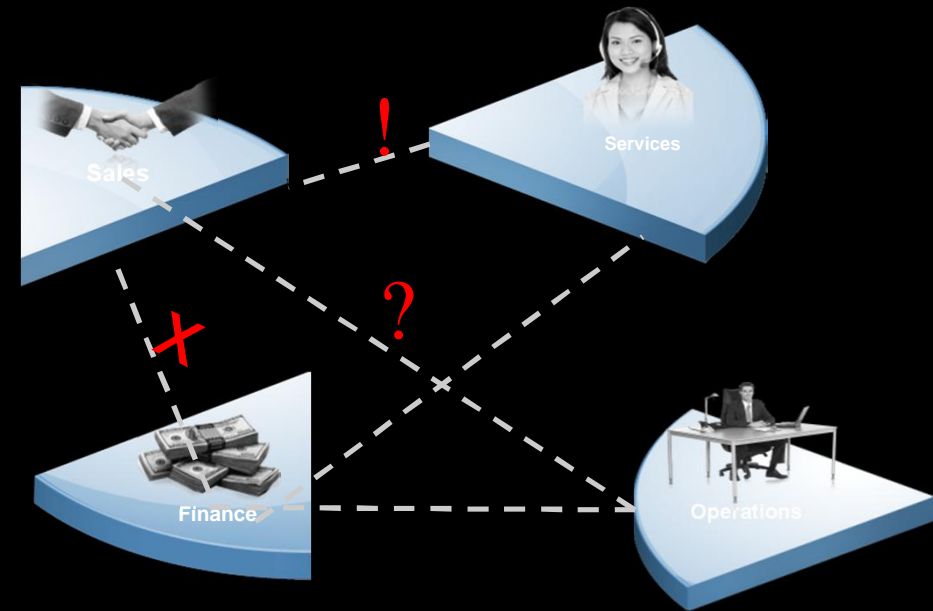
*Systemanalyse und Programmentwicklung* (SAP) was formed in Mannheim, Germany in 1972 by five former IBM systems analysts

SAP's goal was to develop a standard business software product that could be configured to meet the needs of a company

SAP's founders wanted

- Data to be available in real time
- Users to work on a computer screen, not with paper

Lofty goals in 1972



Profound changes are leading to an unprecedented **empowerment of people** everywhere

**An emerging middle class growing to 5 billion**

will strain already diminishing resources

**1 billion people in social networks**

will rewire business and personal boundaries

**15 billion Web-enabled devices by 2013**

will create a universe of intelligence everywhere

**Data doubling every 18 months**

will create new opportunities and risks for value creation

**More mobile devices than people**

will require fresh thinking designed for an "always-on" world

Optimize resources

1

Use Big Data to your advantage

2

Run business in real time

3

We need to rethink the future.

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Simplified User Experience

  
**Applications**

  
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**SAP HANA Platform**

**1,200**  
HANA startups

**2,000**  
Software & tech partners

**3,000**  
Service partners

**4,000**  
Solution resellers



# Our innovation platform: SAP Cloud Powered by SAP HANA

## SOCIAL PEOPLE TO PEOPLE COLLABORATION



## BUSINESS NETWORK BUSINESS TO BUSINESS COLLABORATION

### SAP HANA Cloud Platform

Application Services | Development | Integration | Database and Analytics | Foundation

# Innovation driving immediate **business outcomes**



Hyper-personalize  
**Customer Experience**



Engage & empower  
**Workforce of the Future**



Plan & optimize  
**Resources in Real-time**



Harness the intelligence of  
**Networked Economy**



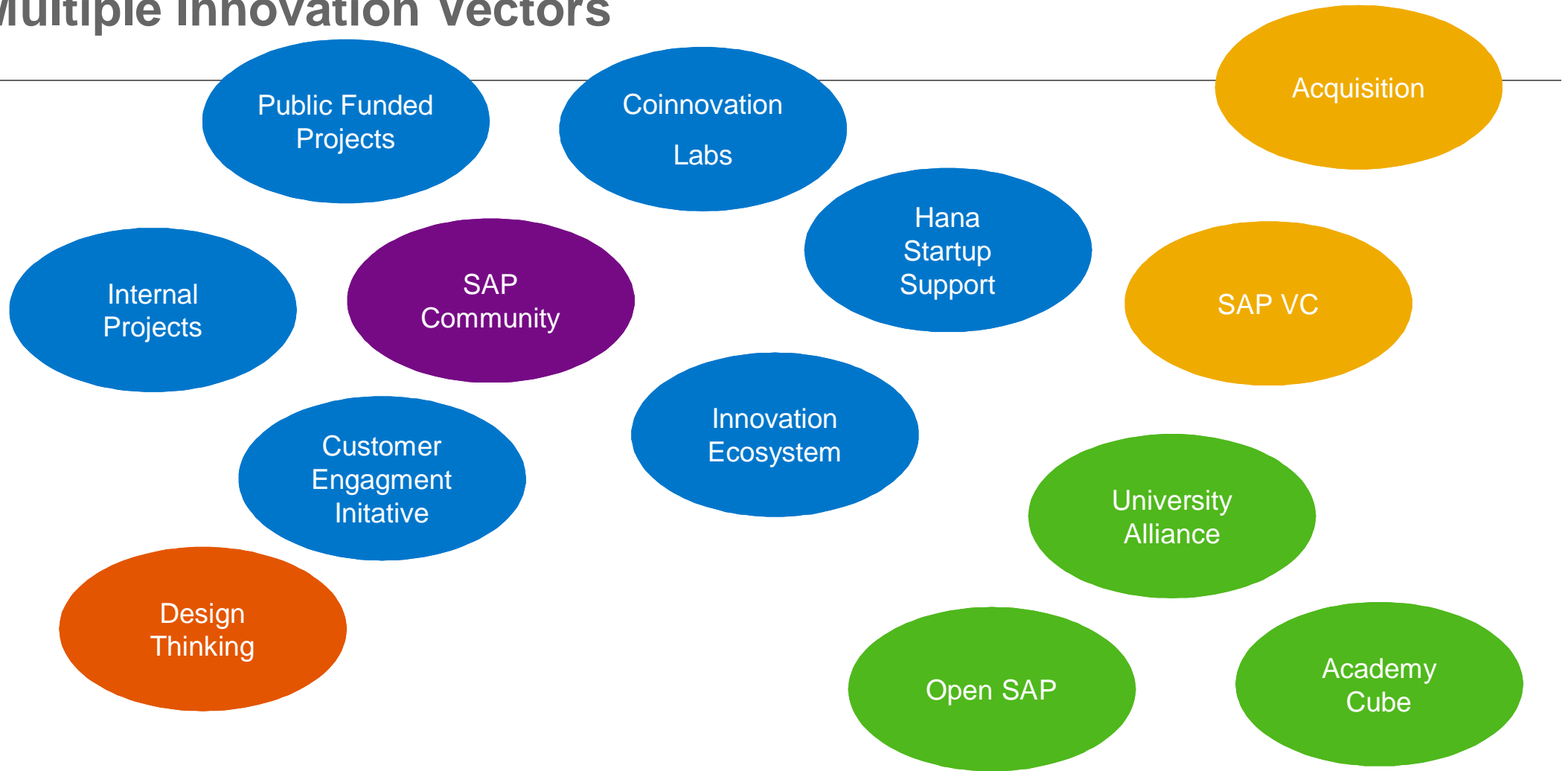
**Business  
Outcomes**


# From Research to Products





# Multiple Innovation Vectors





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**SAP Community**

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ANNOUNCEMENT: SCN will take a short break on Sunday, Feb. 23 at 9:00 am CET [Show Details](#)

## Accelerating a Culture of Innovation

In the 21st century, the fastest companies who convert big ideas into business outcomes are the winners. The only way this is possible is with a **culture of innovation** that encourages people to dream. In this new blog post, **SAP co-CEO Bill McDermott** describes how SAP has behaved like a start-up throughout its 42 year history-- always driven to change the world and keenly aware that success is temporary. *Feb 14, 2014*



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## Overview


**Design Thinking** is a mindset backed by a suite of tools that gives us a powerful new way to solve problems and unlock potential. It complements our existing approaches by focusing on understanding the human side of things — what our technology is and what that technology means to you and to your customers.



## Featured Content

### "Wow – this is so different!" - SAP's Partner Experience Initiative









 Dirk Dobiey blogs about the evolution of SAP PartnerEdge, the most dynamic and easy-to-use partner portal in the industry that empowers partners to manage and accelerate their business with SAP. An initial Design Thinking workshop served as a fundamental starting point for harmonizing the many different lines of business in order to collaborate on one single vision: improve the experience of SAP Partners. *February 18, 2014.*

### SAP Customers Craft New Ideas and Innovate at the AppHaus Heidelberg



SAP has now also opened an AppHaus in Heidelberg where people of different disciplines find a creative space to design and develop new

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openSAP courses are targeted at different audiences. To a certain extent, our courses address a general audience and introduce the foundations of information technology.

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- Professionals who wish to improve and deepen their practical IT know-how for their job.
- Those who want to acquire the latest IT knowledge to advance in their career.
- College students and all others who are personally interested in IT topics. We also invite high school students to take part in our courses.

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### Educating Future Corporate Leaders

SAP University Alliances (UA) provides connections between students, customers, partners, and SAP experts.

SAP donates licenses to over 1,500 UA Program member institutions and fully outfits their professors.



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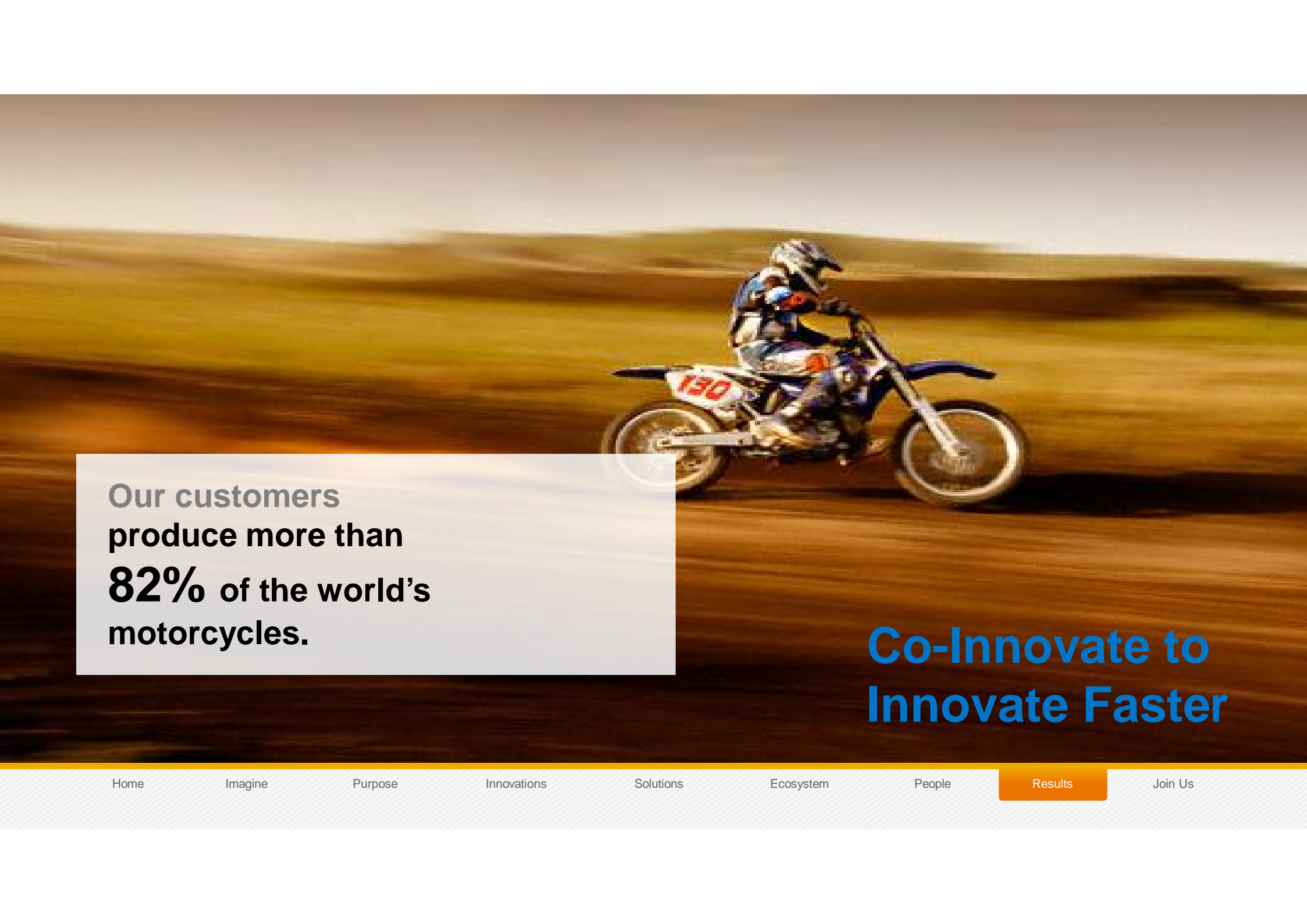


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motorcycles.

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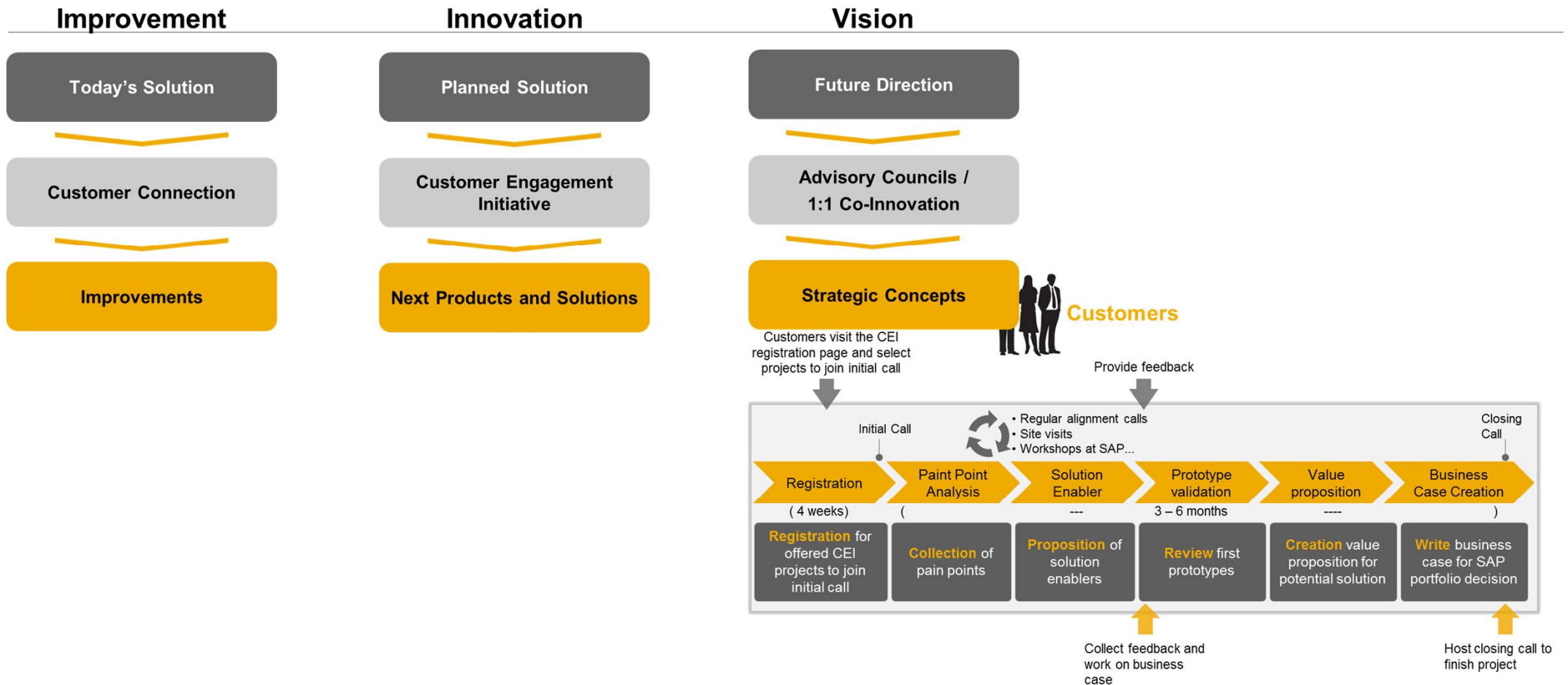
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# Customer Engagement Initiative



Find more information about the programs at <http://service.sap.com/influence>

**SAP Project Team**

# SAP Co-Innovation Lab (COIL)

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## Overview



The Global SAP Co-Innovation Lab (COIL) Network facilitates project-based co-innovation with its members. COIL enhances the capabilities of SAP's partner and customer ecosystem through an integrated network of world-wide expertise, and best-in-class technologies and platforms. As part of SAP Research, COIL is able to connect the innovation of today with the future. Joint achievements are ultimately packaged and showcased on a broad scale in COIL facilities, events, SAP Community Network, and more. Get started now and take a tour to explore what's in it for you.

### Space editors:

[Hans-Joachim Odlozinski](#), [Kevin Liu](#),  
[Dimitri Gantz](#)

## Featured Content

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### Inauguration of second Brazilian COIL location & Co-Innovation Forum

During the 2nd and 3rd of December the Grand Opening of the SAP Labs Latin America took place, in which the Labs inaugurated a new building featuring a new Co-Innovation Lab in Brazil.

As part of the event, the Co-Innovation Lab Brasil organized a two day Co-Innovation Forum, where the participants experienced how multiple intelligences can

achieve the same goal together by co-innovating along the pillars of SAP's Innovation Portfolio: Business Processes, Analytics, Mobility, Cloud, and SAP HANA. The sessions "Co-Innovation made tangible", covered each one of those pillars as well as SAP's strategy, vision, and portfolio; engagement possibilities (how to start building your solution with SAP); successful partner showcases with live demos; and SAP Co-Innovation Lab activities and offers.

During this event the  new facilities of the Co-Innovation Lab Brasil were inaugurated

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# events.

## pitch-perfect.


Forging ahead with the program? Learn more about SAP technologies and programs by attending an SAP Startup Forum. It's an invaluable opportunity to pitch your ideas to high-powered executives from SAP and SAP Ventures, and submerge yourself into the infectious world of innovation.



### Forum dates and locations

Virtual	Americas	EMEA	Asia-Pacific
February 19		<a href="#">London, England »</a>	
February 26		<a href="#">Heidelberg, Germany »</a>	
March 02		<a href="#">Amman, Jordan »</a>	
March 14		<a href="#">Istanbul, Turkey »</a>	
March 18		<a href="#">Dubai, United Arab Emirates »</a>	
April 01		<a href="#">Cosenza, Italy »</a>	
April 10		<a href="#">Helsinki, Finland »</a>	
Coming Soon		<a href="#">Dublin, Ireland</a> ; <a href="#">Cyprus, Cyprus</a>	





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Apigee

Apigee, formerly Sonoma Systems, helps hundreds of enterprises and thousands of developers make their APIs better.

## Acquisitions

Our growth strategy focuses on expanding our offering in five market categories: applications, analytics, mobile, database & technology, and the cloud. SAP remains dedicated to driving growth through organic development of its product and services portfolio. SAP spent more than €2.3 billion on research and development in 2012. SAP's growth strategy also involves strategic acquisitions of specific technologies and capabilities that meet the needs of customers, adding to its broad solution offerings within and across industries. Examples include:

**Ariba:** Leading cloud-based business commerce network

**BusinessObjects:** Pioneer and the world's leading BI software company in business intelligence (BI)

**hybris:** Rapidly growing and widely recognized leader in e-commerce technology

**SuccessFactors:** Market-leading provider of cloud-based human capital management (HCM) solutions

**Sybase:** Industry leader for enterprise and mobile software to manage, analyze, and mobilize information

**Syclo:** Enterprise mobile applications and technologies

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